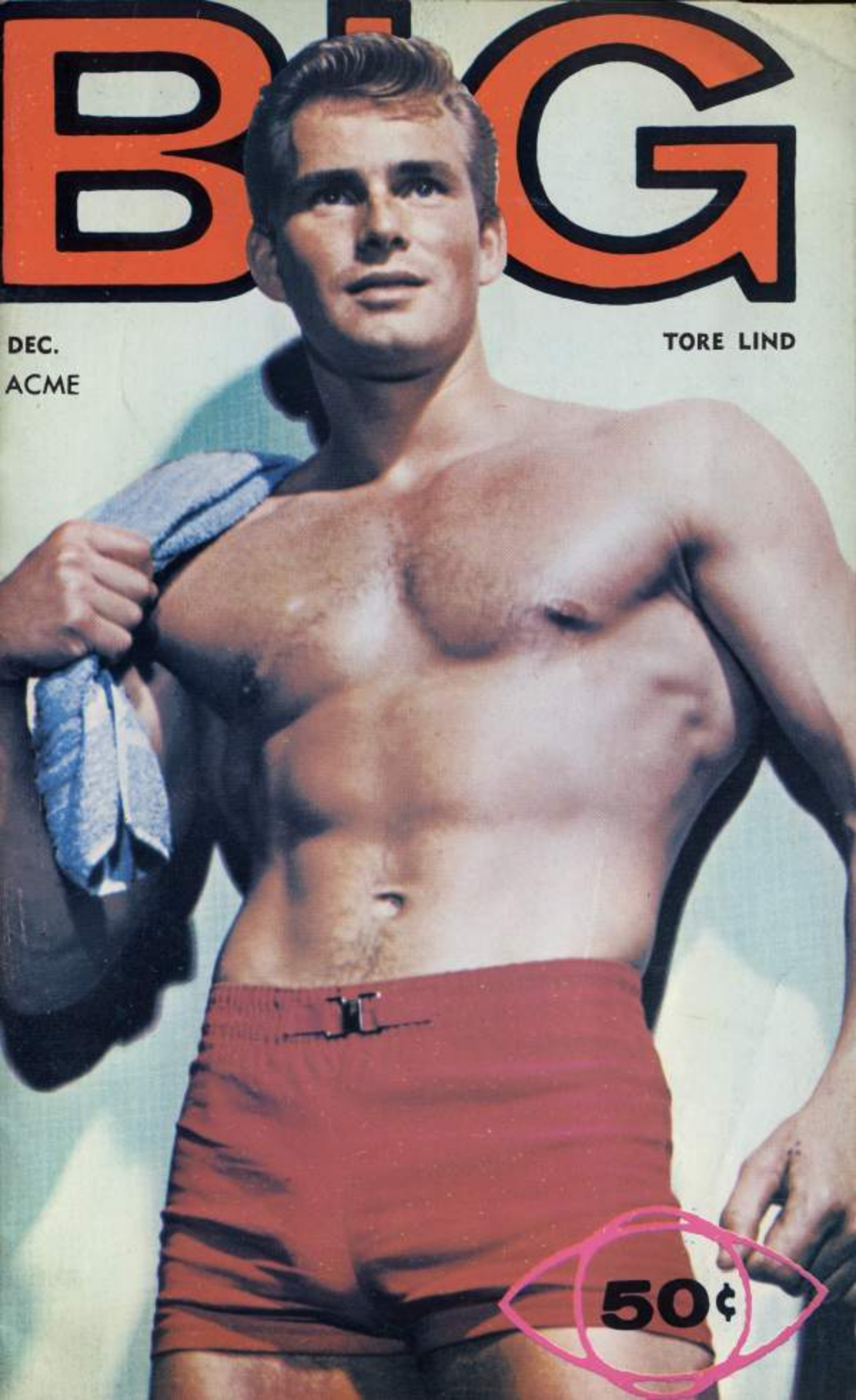
BIG

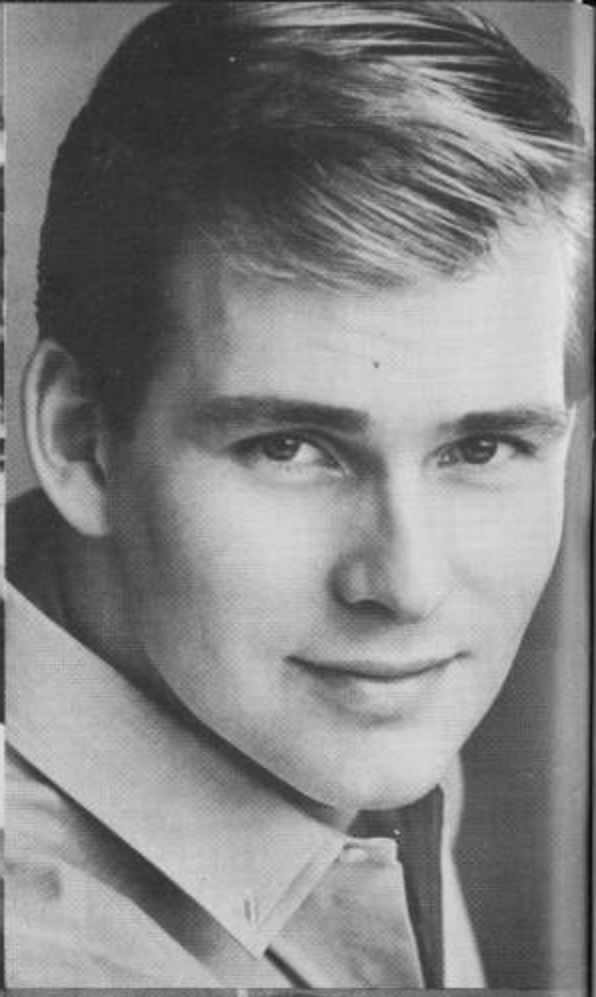
DEC.

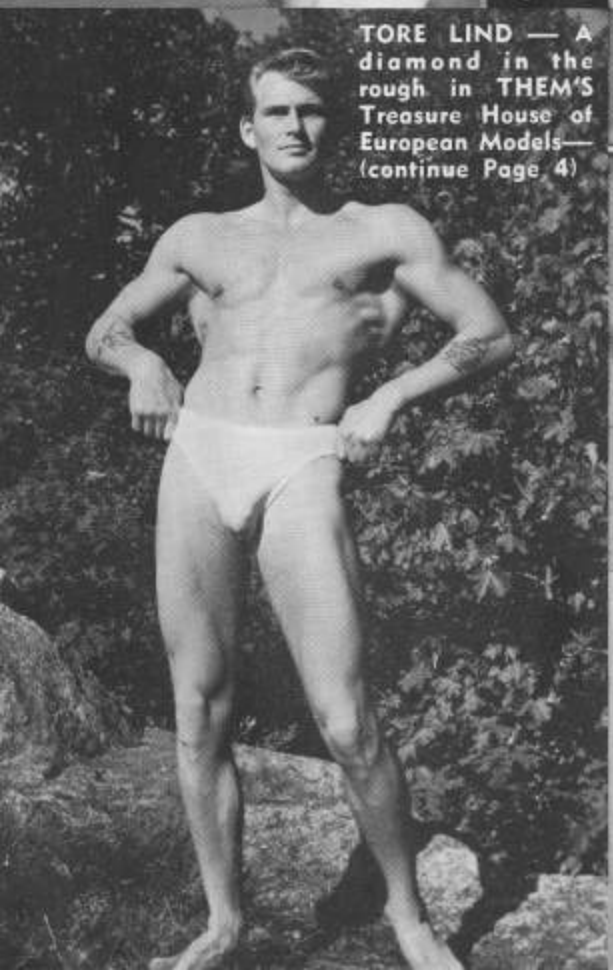
ACME

TORE LIND

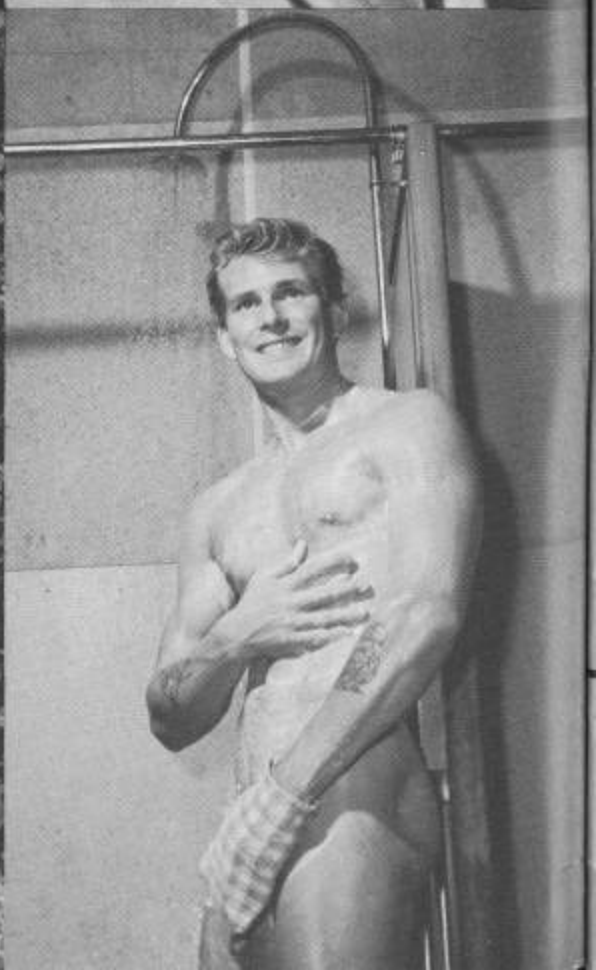


50¢





TORE LIND — A diamond in the rough in THEM'S Treasure House of European Models— (continue Page 4)



VOL. 4 DEC. 1965

Eye of the ARTIST

Eye of the BEHOLDER

Eye of the CAMERA

THE BIG VIEW

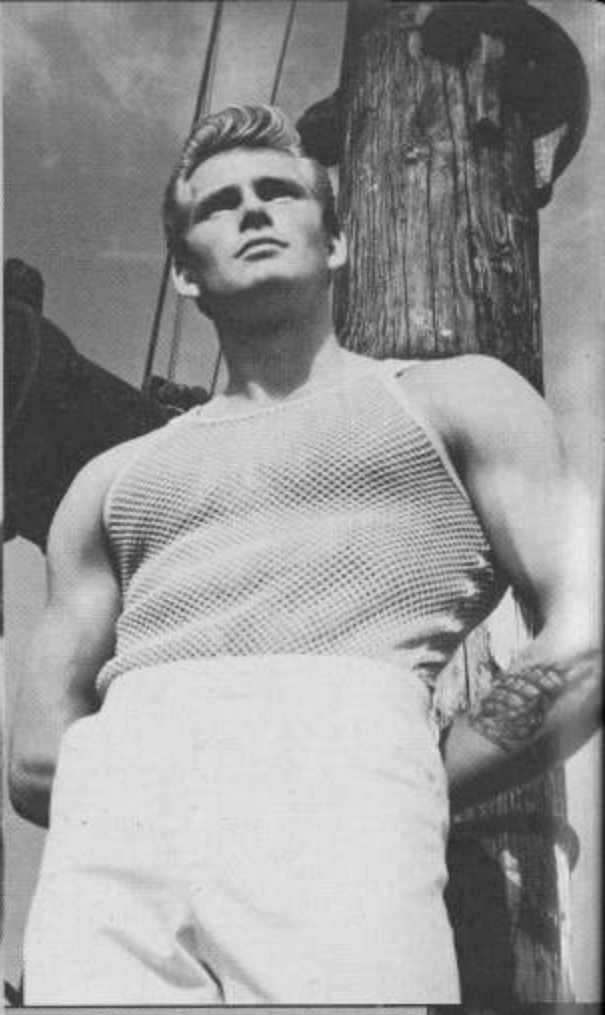
BIG's point of view should serve to inspire the young men of this nation to keep physically fit through healthful indoor and outdoor activity.

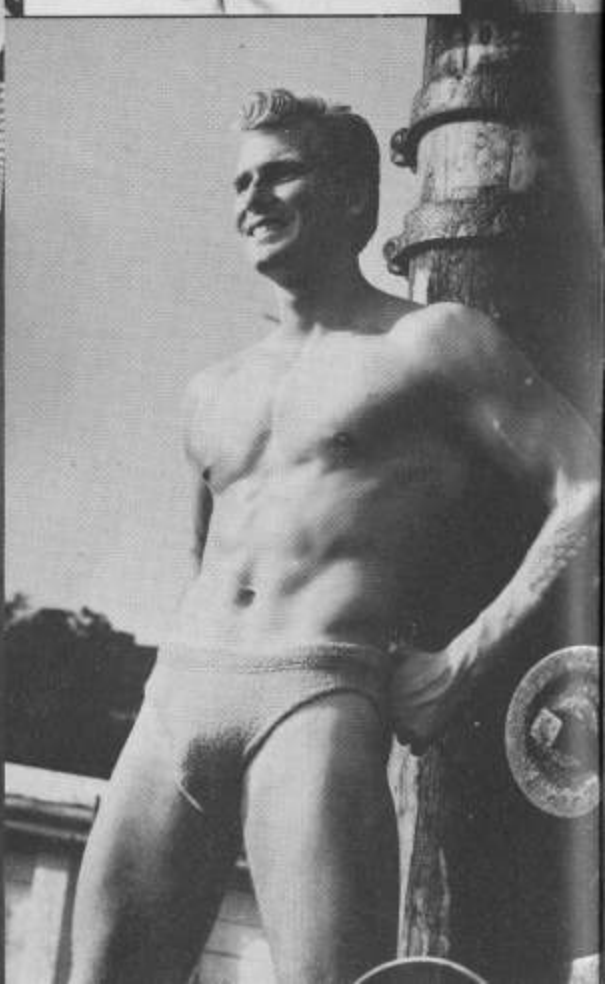
BIG is published bi-monthly (every other month) by WALJIM ENTERPRISES, INC., Box 3255, Grand Central Station, New York 17, N.Y. Subscription rates are $5.00 for 12 issues sent to you by sealed first class mail in plain wrapper. Foreign readers (except Canada and Mexico) please add $2.00 to the above rates. All photos, manuscripts and art submitted to BIG become the property of BIG and submission of material will be construed as permission to publish same without any further correspondence.

All BIG rights reserved under International and Pan-American Copyright Conventions.

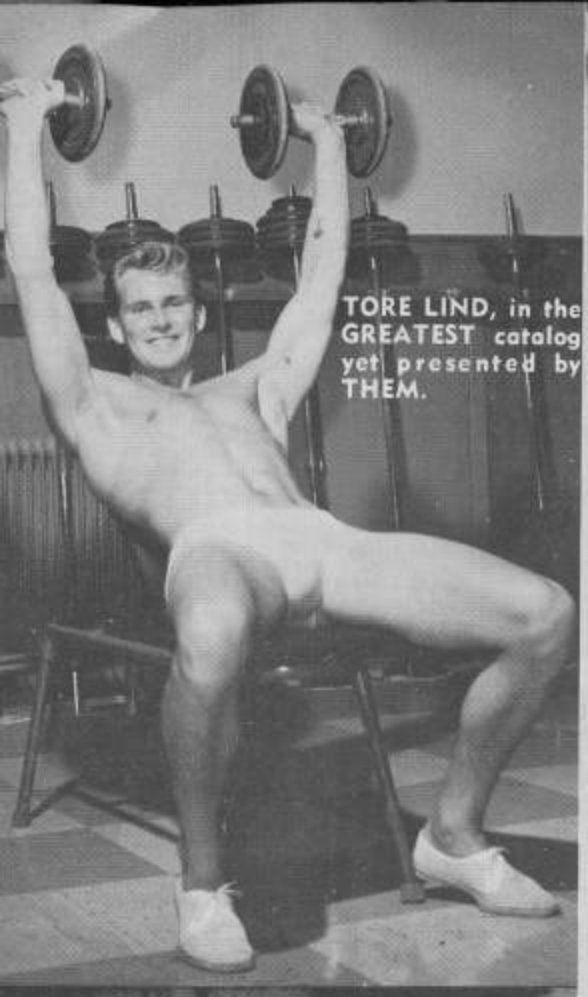
© 1965 by Waljim Enterprises, Inc. Printed in United States of America.

Tore's superbly cut Swedish physique has been translated into your kind of English by THEM with inspiring photographs.

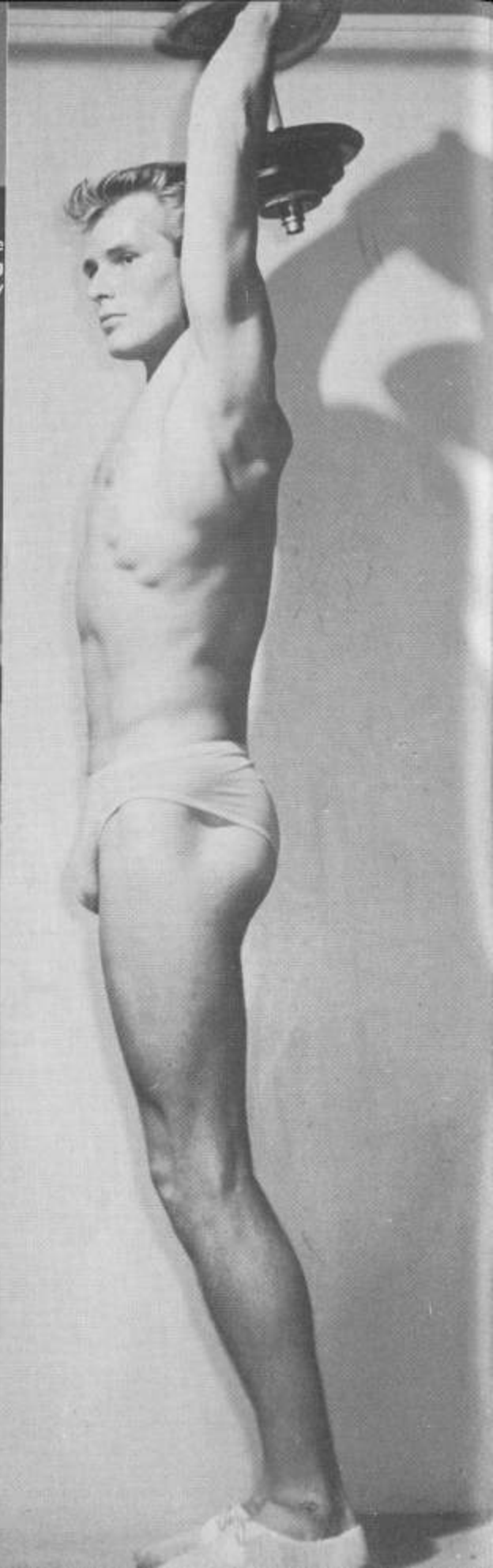


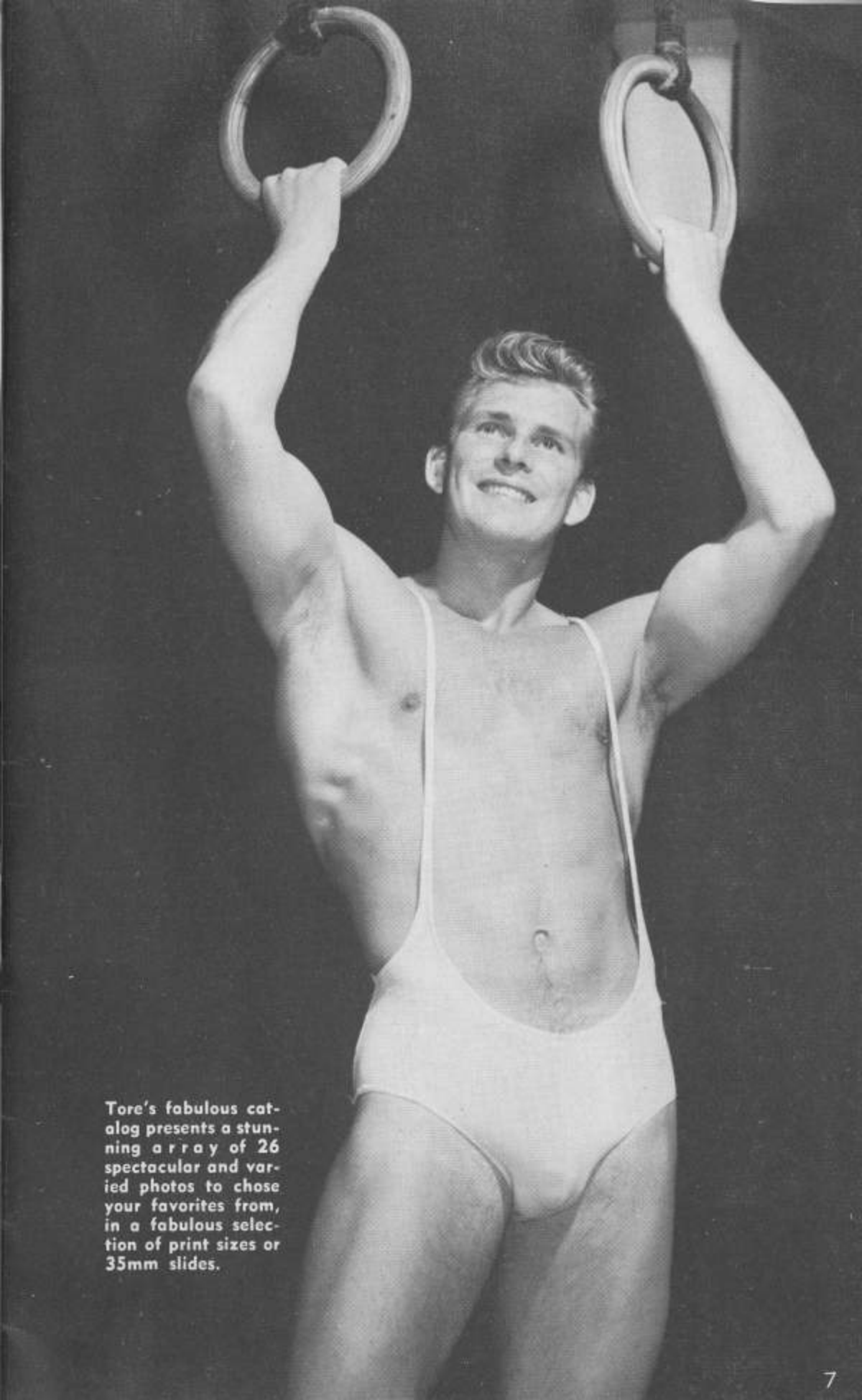


Thrilling Color photos are now available of Tore in 3½" x 5" brilliant Color prints, also 5"x7" Come-A-Live Color prints, and 35mm true color slides.

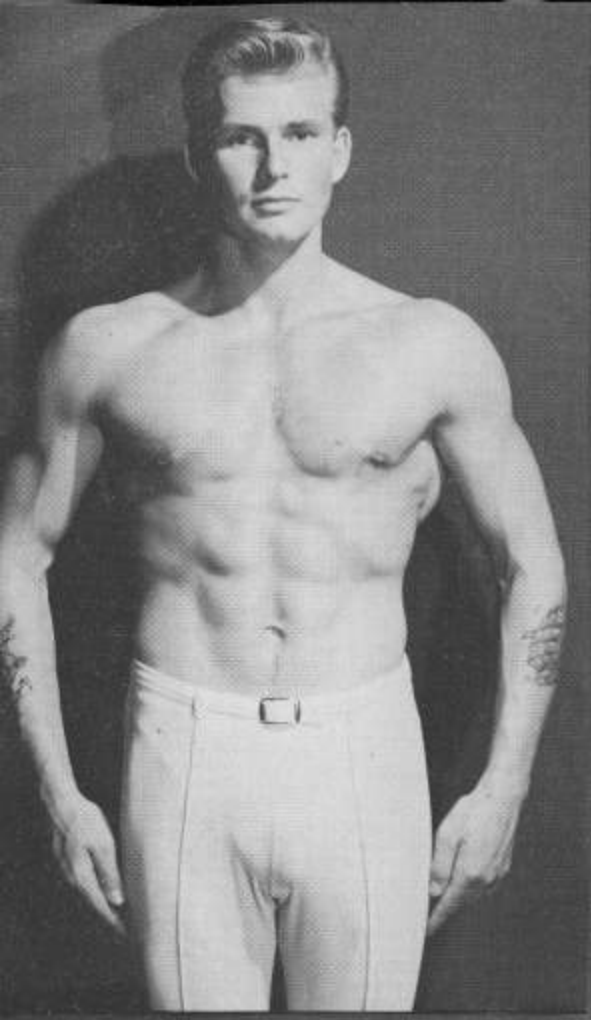


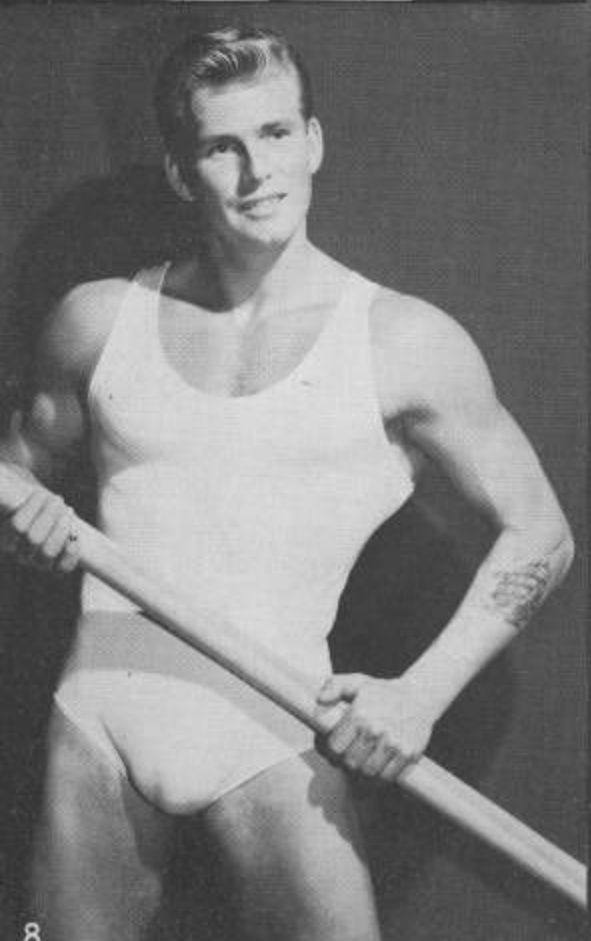
TORE LIND, in the GREATEST catalog yet presented by THEM.

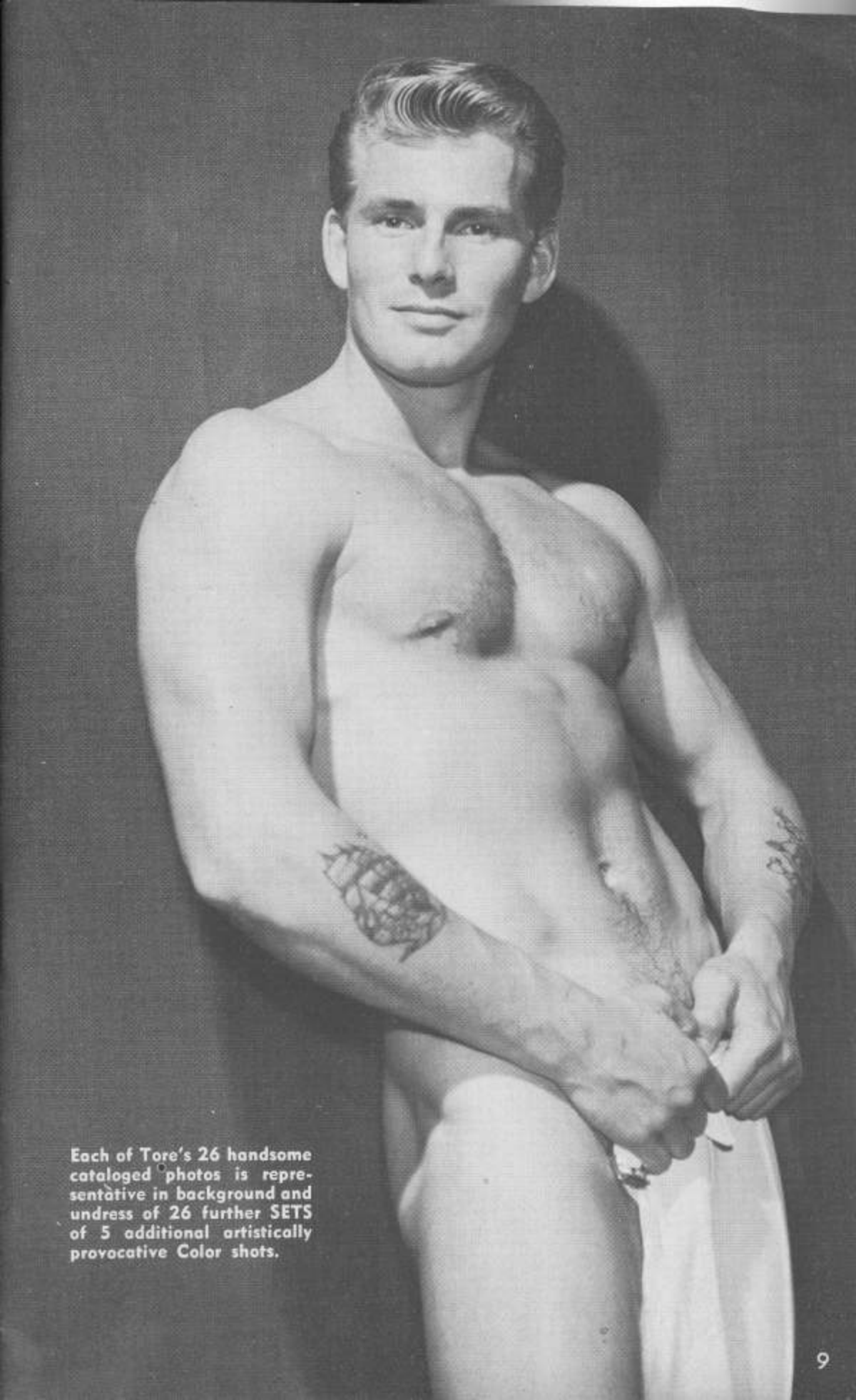




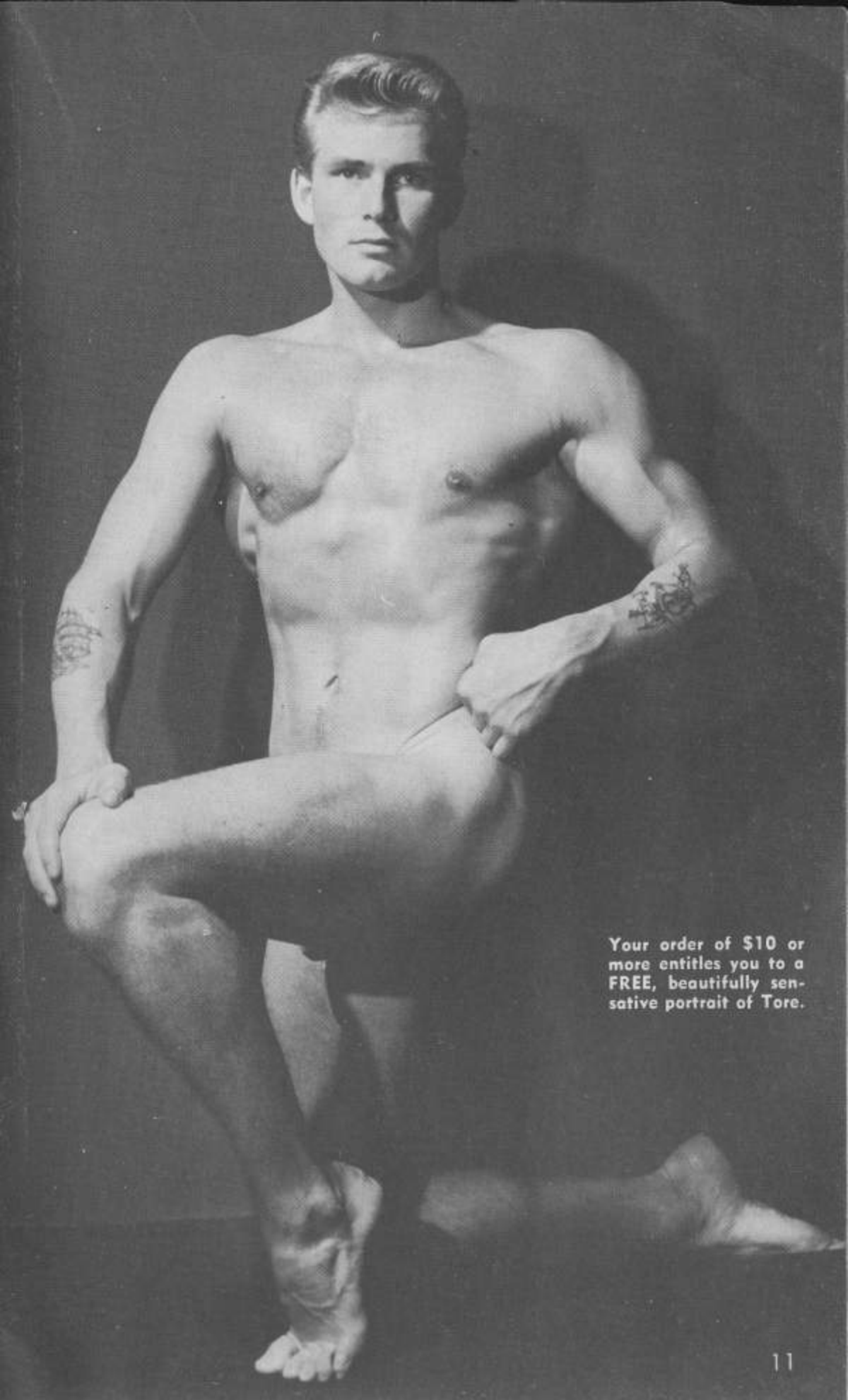
Tore's fabulous catalog presents a stunning array of 26 spectacular and varied photos to chose your favorites from, in a fabulous selection of print sizes or 35mm slides.



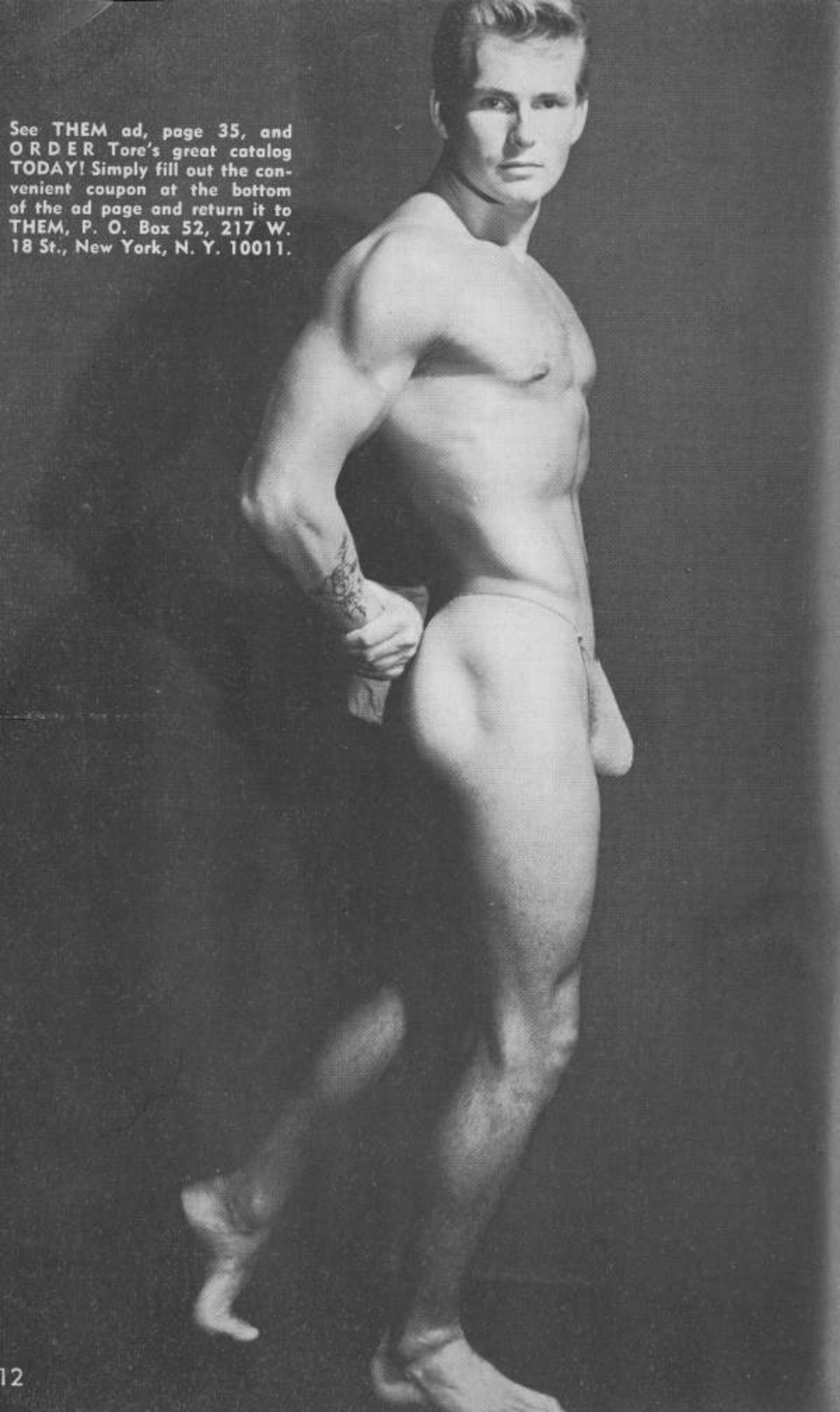




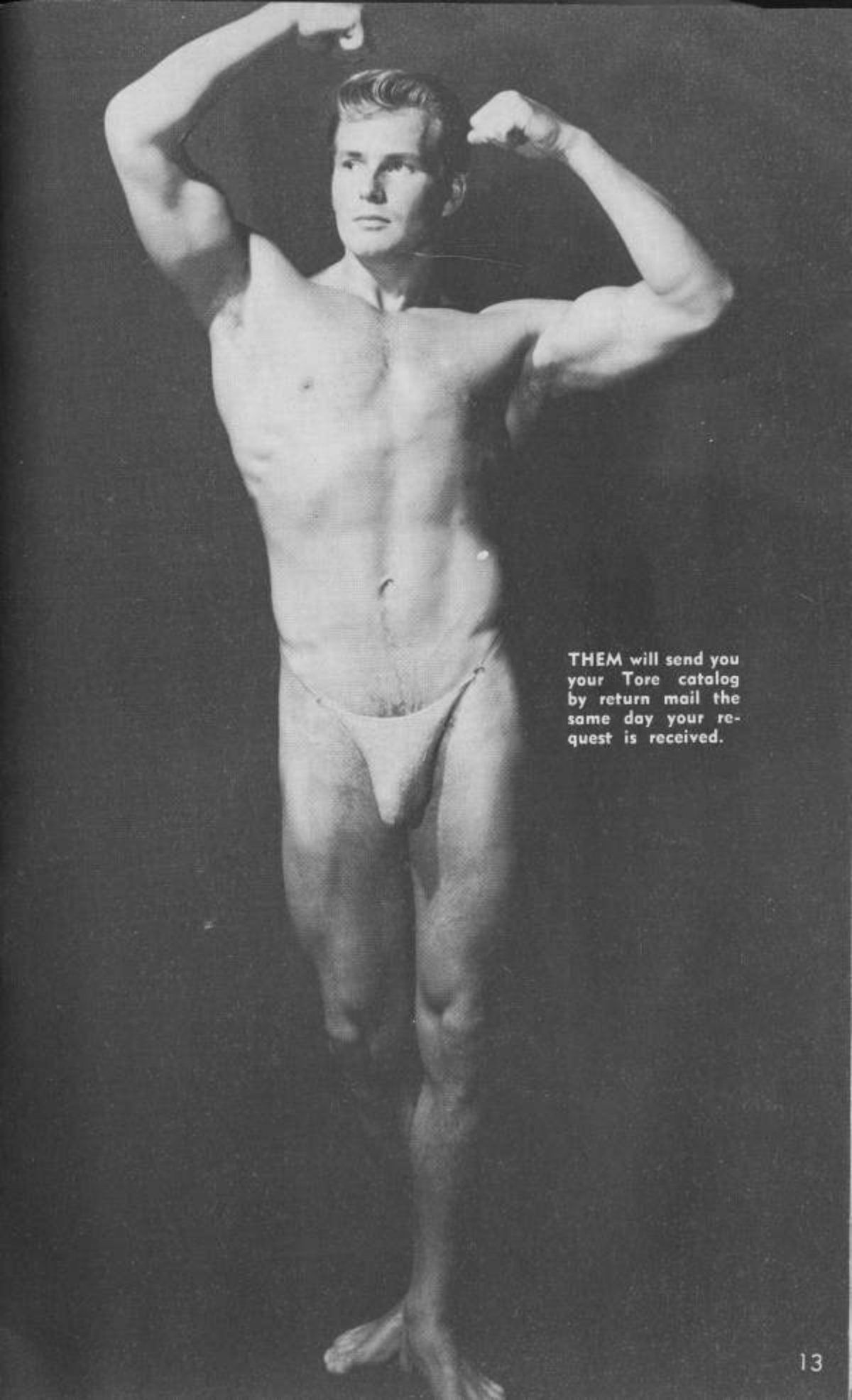
Each of Tore's 26 handsome cataloged photos is representative in background and undress of 26 further SETS of 5 additional artistically provocative Color shots.



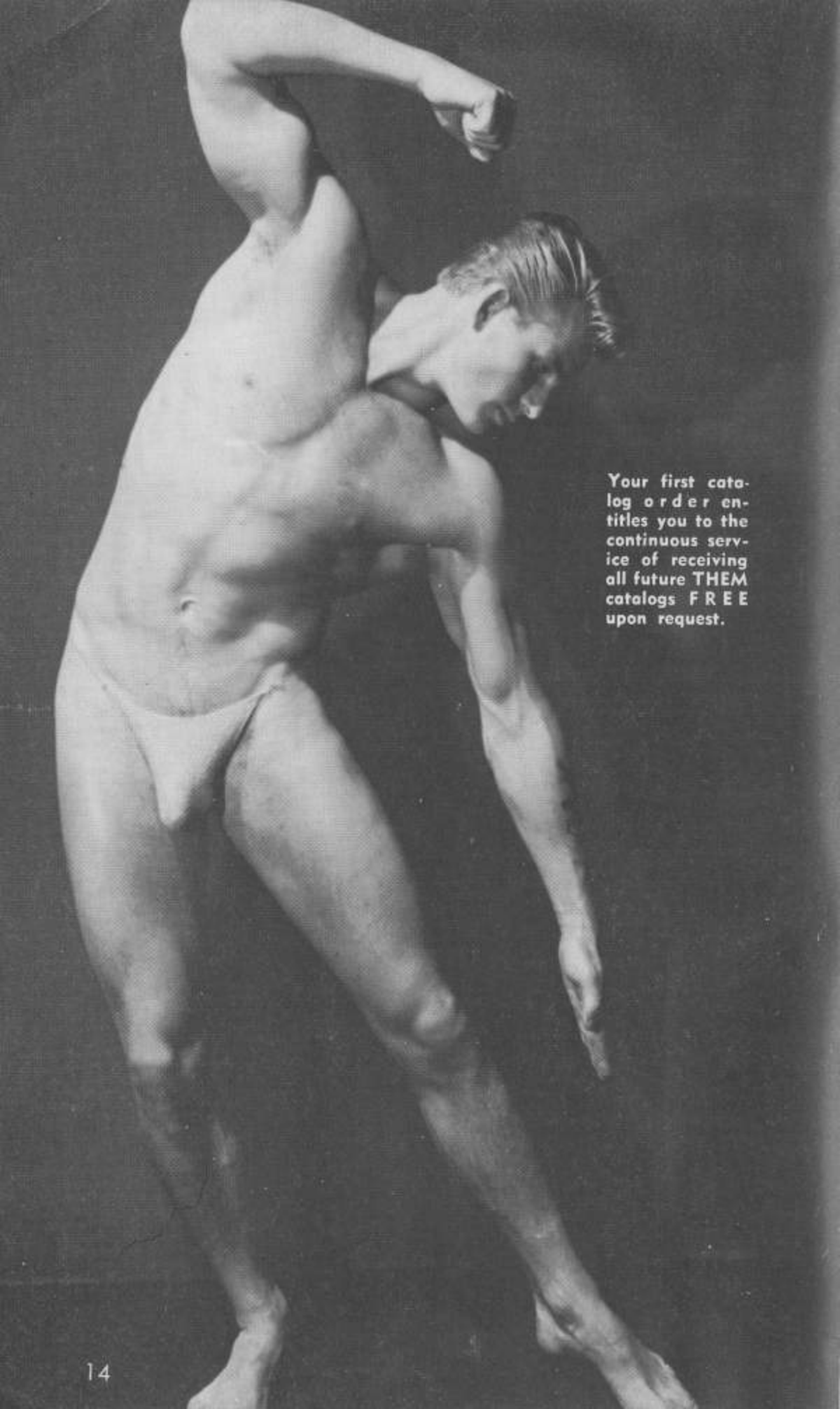
Your order of $10 or more entitles you to a FREE, beautifully sensative portrait of Tore.



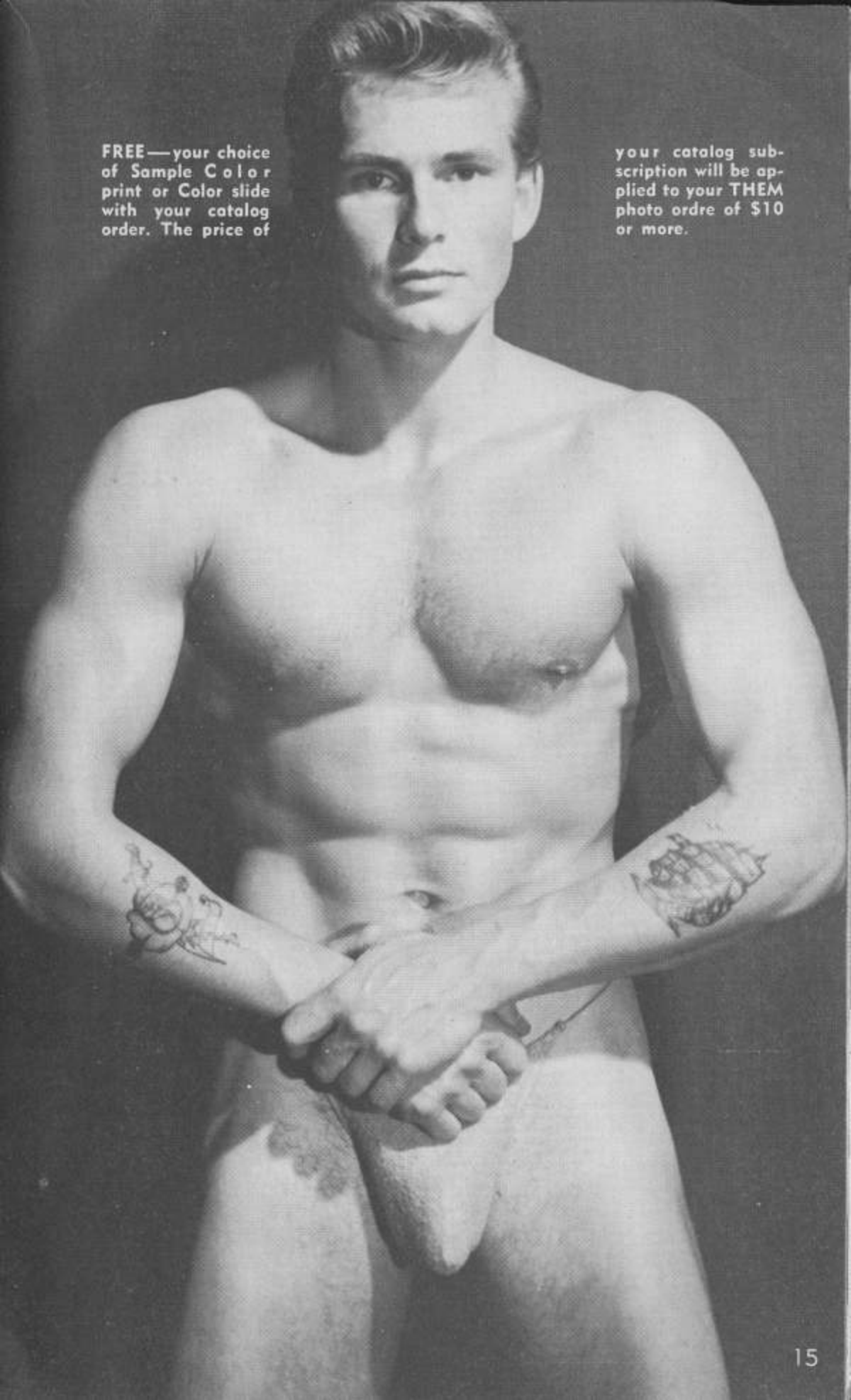
See THEM ad, page 35, and ORDER Tore's great catalog TODAY! Simply fill out the convenient coupon at the bottom of the ad page and return it to THEM, P. O. Box 52, 217 W. 18 St., New York, N. Y. 10011.



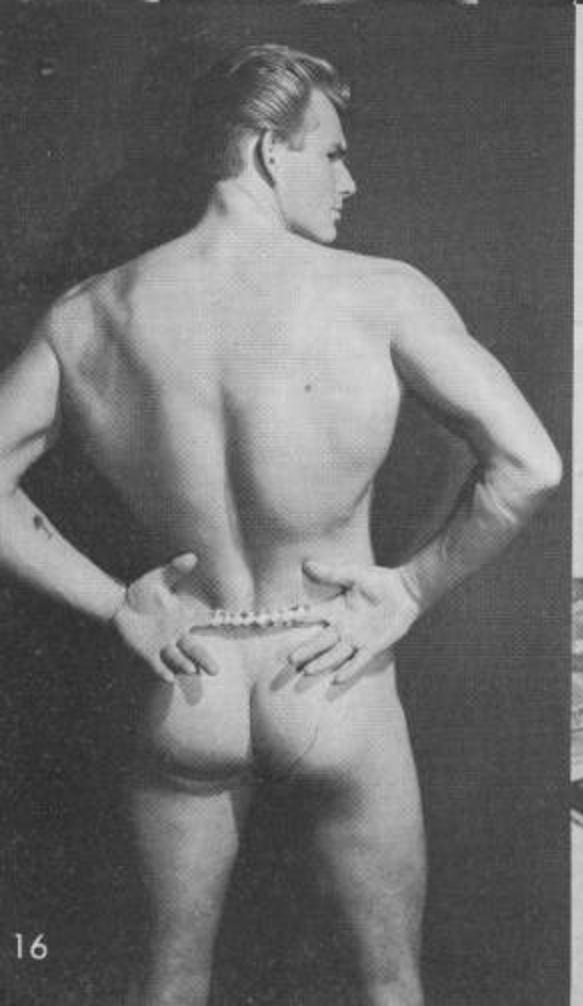
THEM will send you your Tore catalog by return mail the same day your request is received.

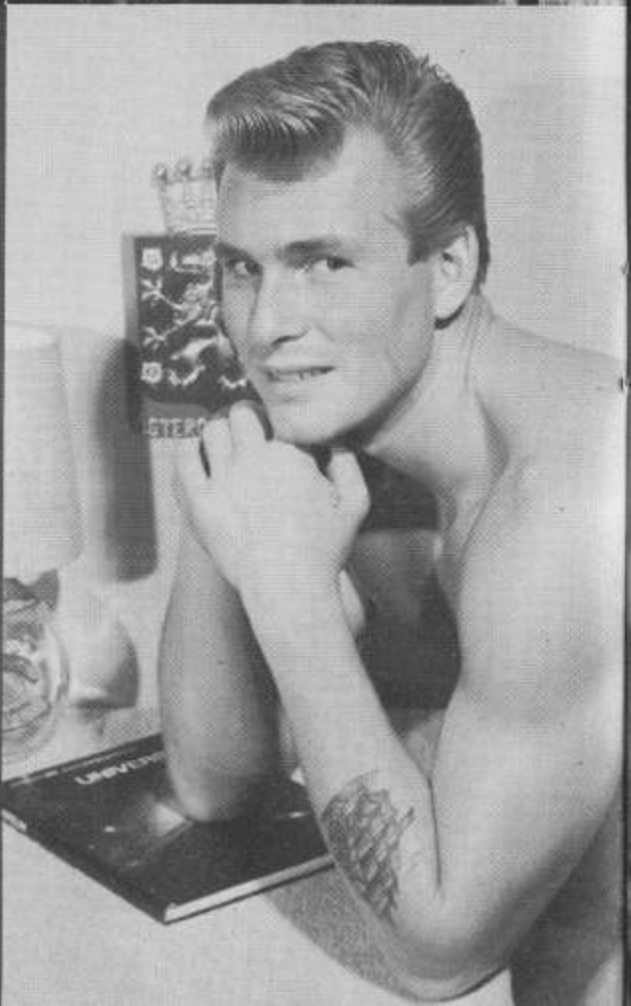


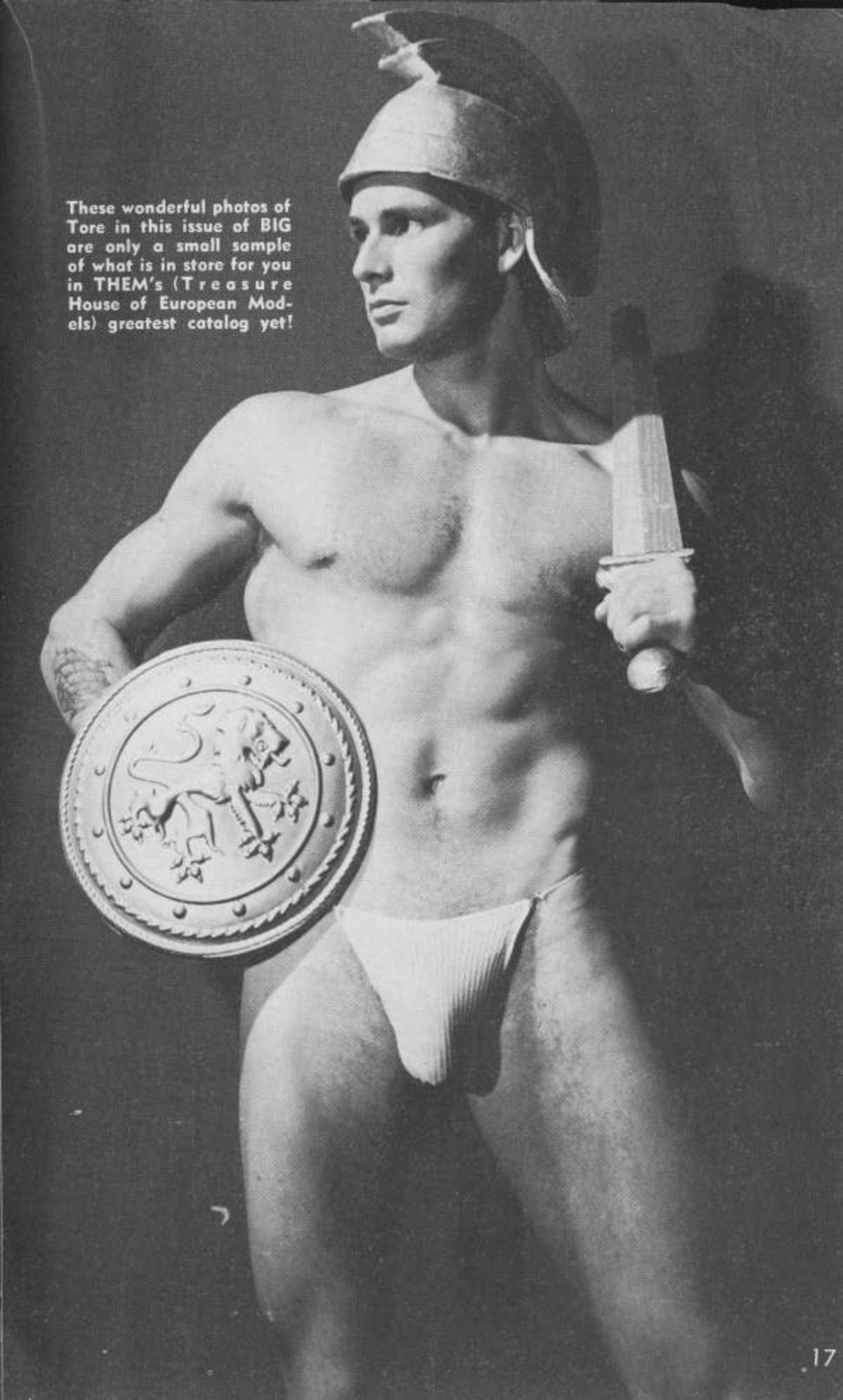
Your first catalog order entitles you to the continuous service of receiving all future THEM catalogs FREE upon request.

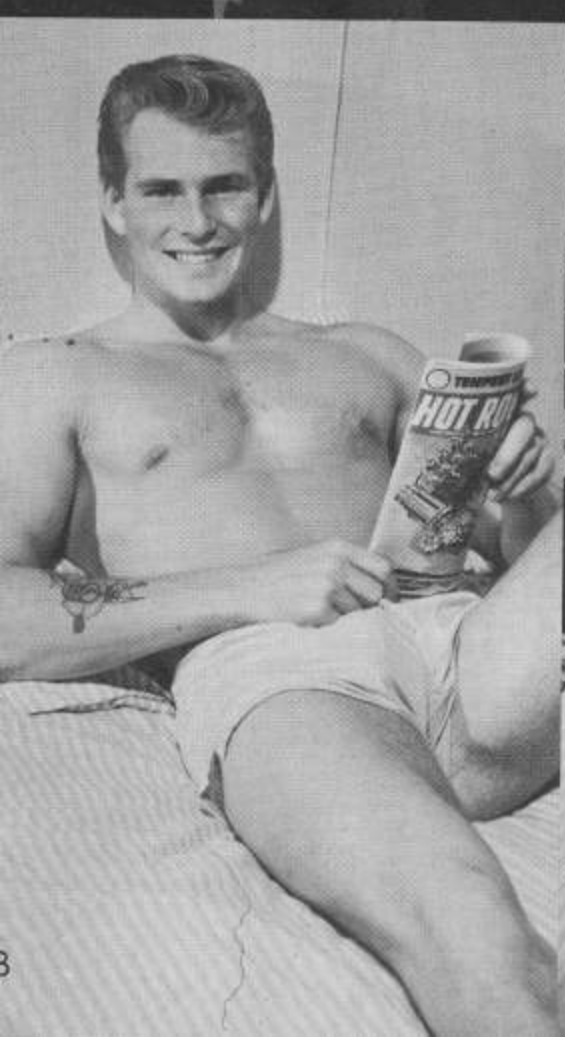

FREE—your choice of Sample Color print or Color slide with your catalog order. The price of your catalog subscription will be applied to your THEM photo ordre of $10 or more.

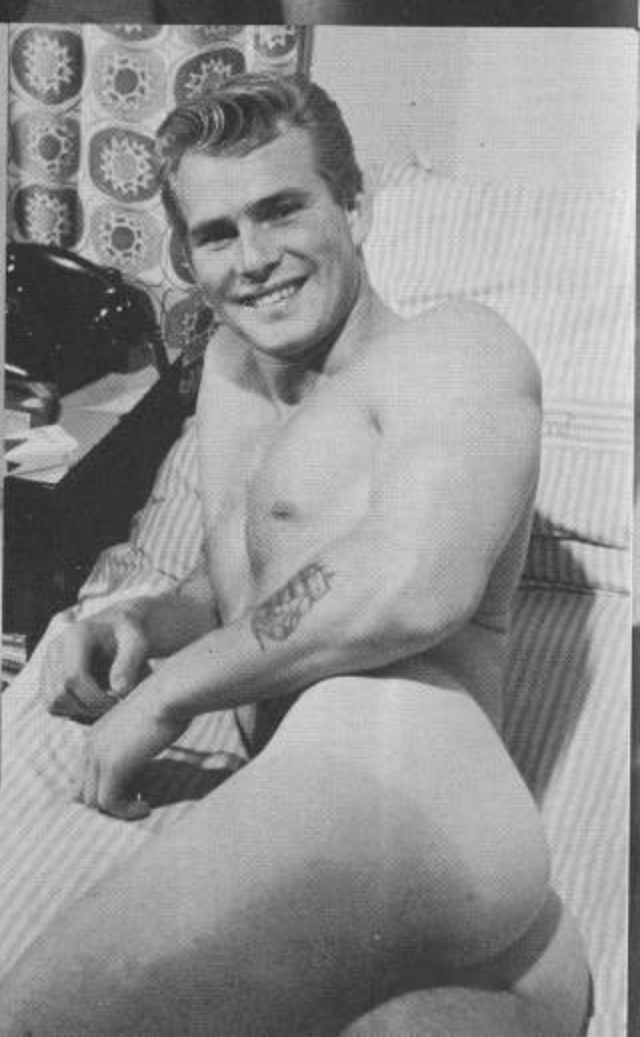
VAT
69






These wonderful photos of Tore in this issue of BIG are only a small sample of what is in store for you in THEM's (Treasure House of European Models) greatest catalog yet!


HOT RO



THEM has reserved its most provocatively daring photos for your private viewing as per Tore Lind catalog.

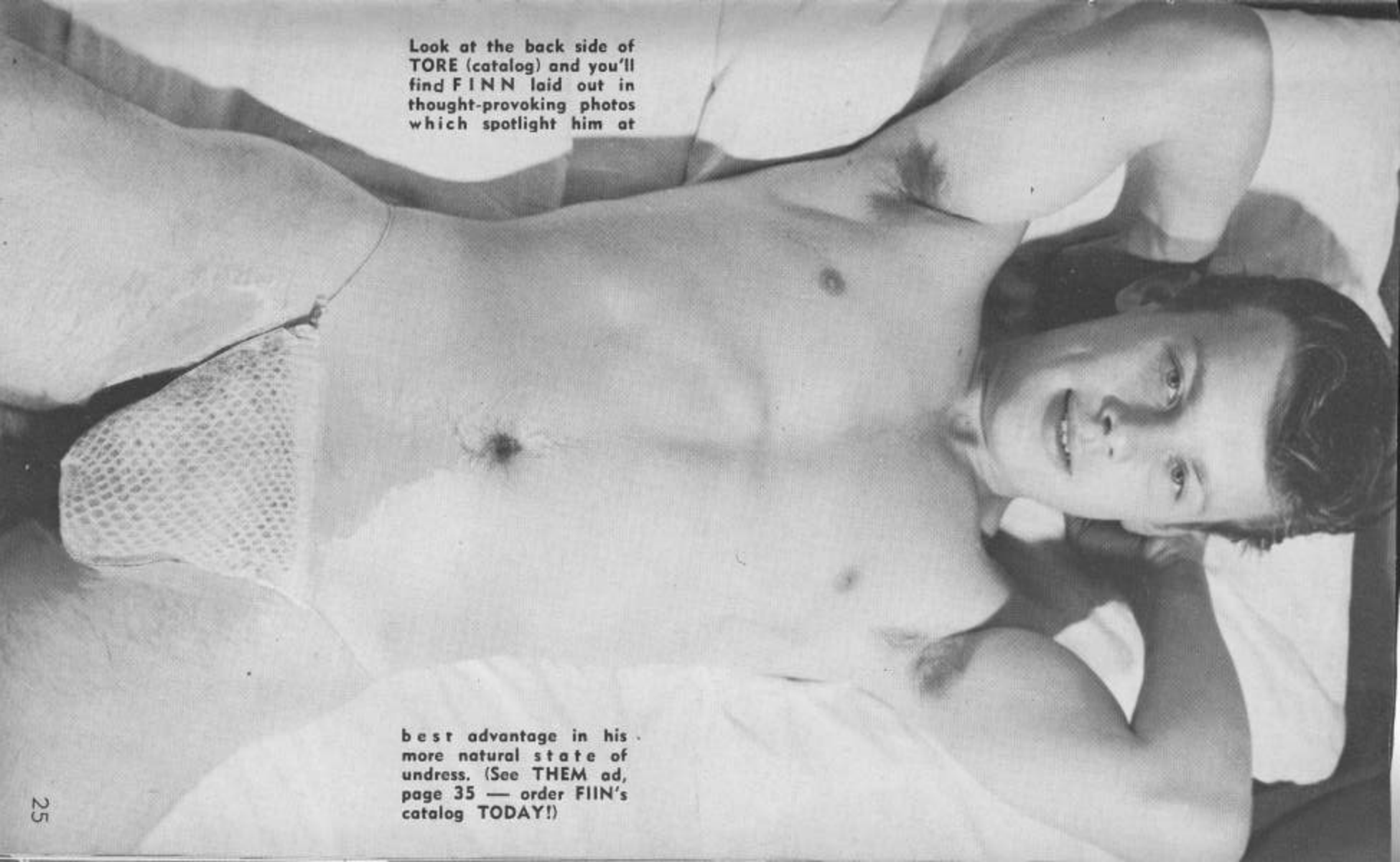
Sweden's greatest gift to physique photography is as much at home in front of a camera, parading his masculine physique in the nude, or dressed, modelling fashions. This camera experience has made his present theatrical training financially possible. Today, you see this blonde, blue eyed, 22 year-old, handsomely - put-together man in physique photos. Tomorrow you'll no doubt see him stealing the Hollywood scene at your neighborhood movie.

THE BIG VIEW

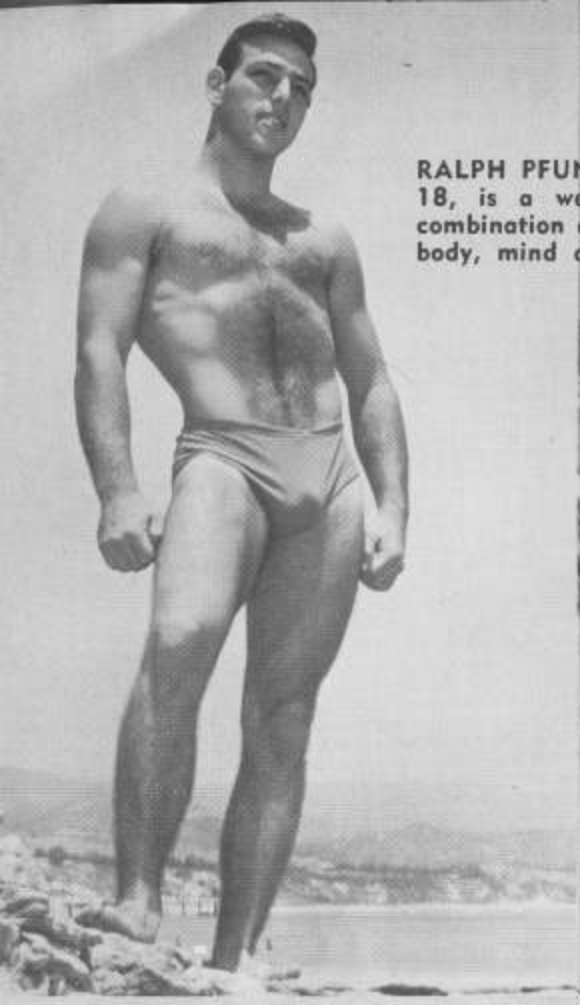
These thrilling photos of TORE do more than tell his story! They project his realness as a tangible living being.

One feels that he now knows TORE as a warm, personal friend after seeing his inspiring display of photos!

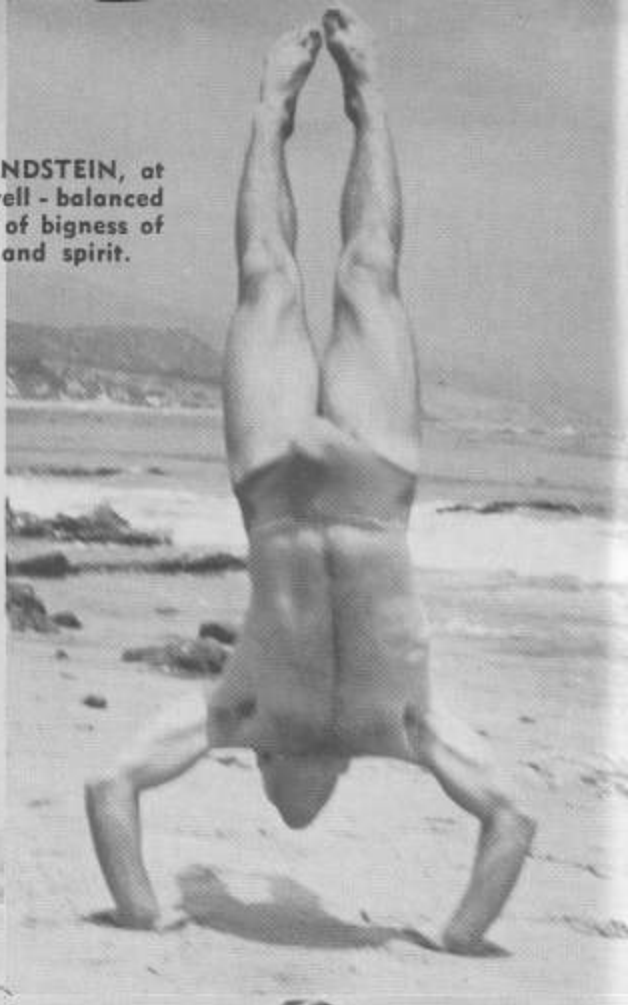
16-year-old **FINN KOHLERT** is an athletic, blue-eyed Swede with a bright, determined mind. He's got a big, warm, open personality.

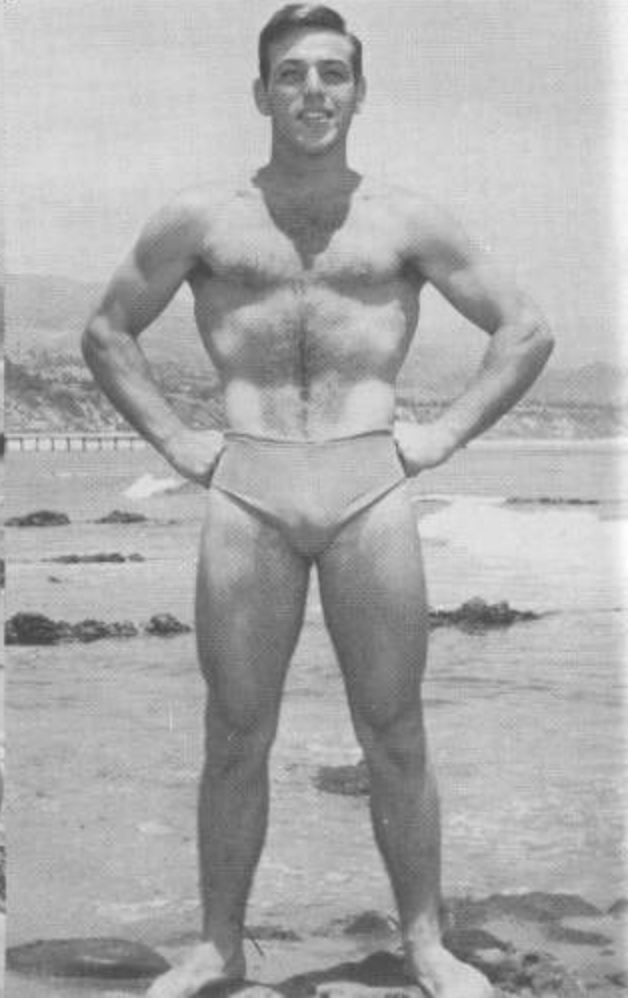


Look at the back side of TORE (catalog) and you'll find FINN laid out in thought-provoking photos which spotlight him at best advantage in his more natural state of undress. (See THEM ad, page 35 — order FIIN's catalog TODAY!)

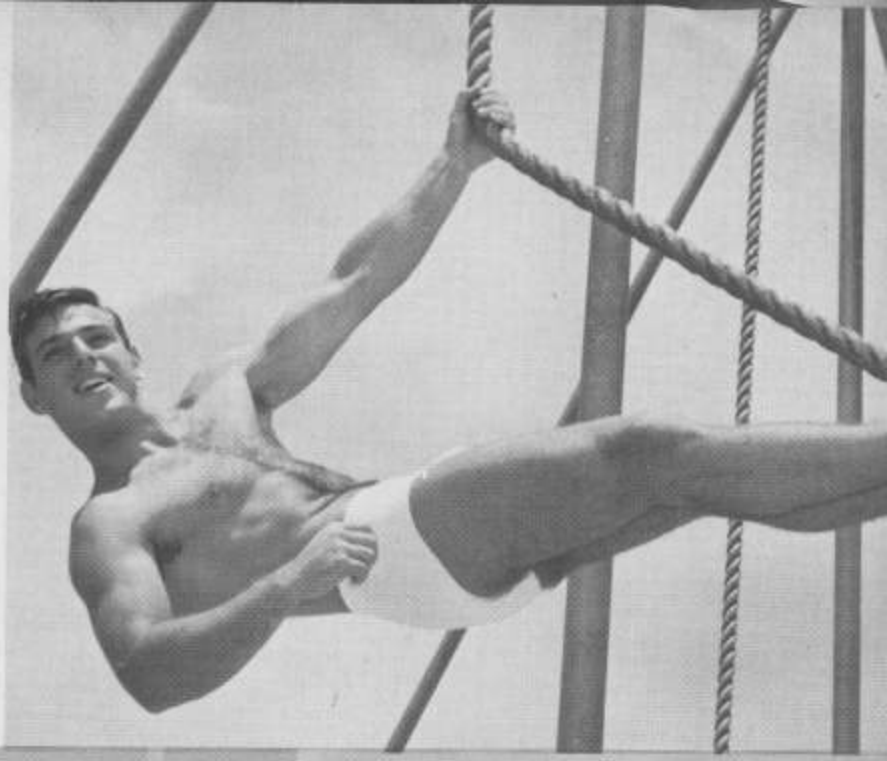


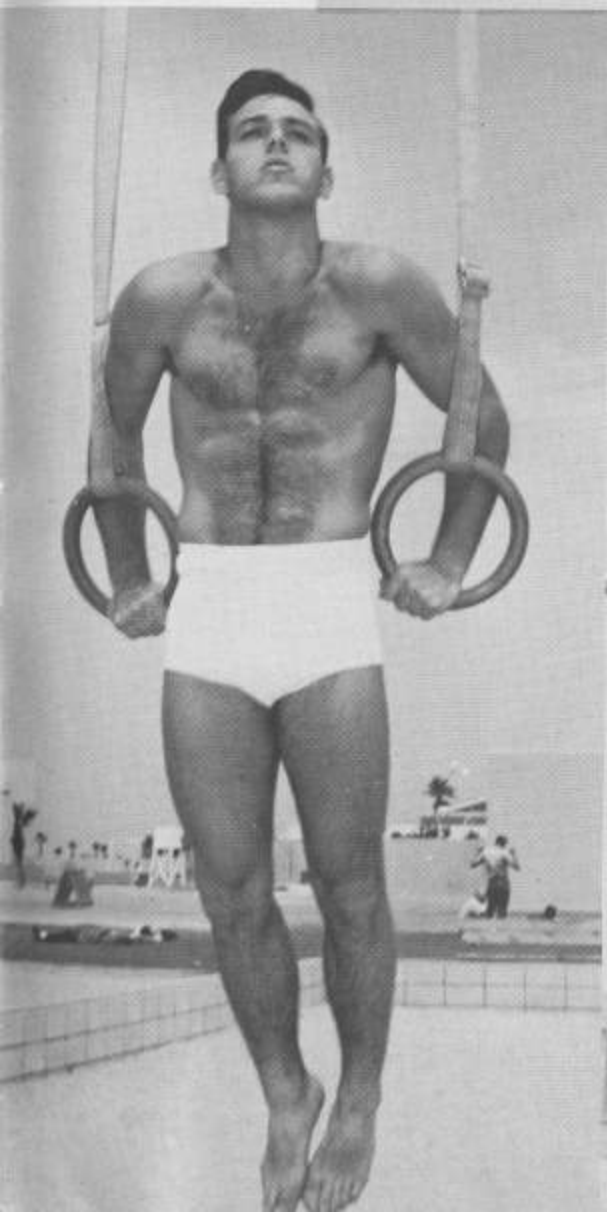
RALPH PFUNDSTEIN, at 18, is a well-balanced combination of bigness of body, mind and spirit.

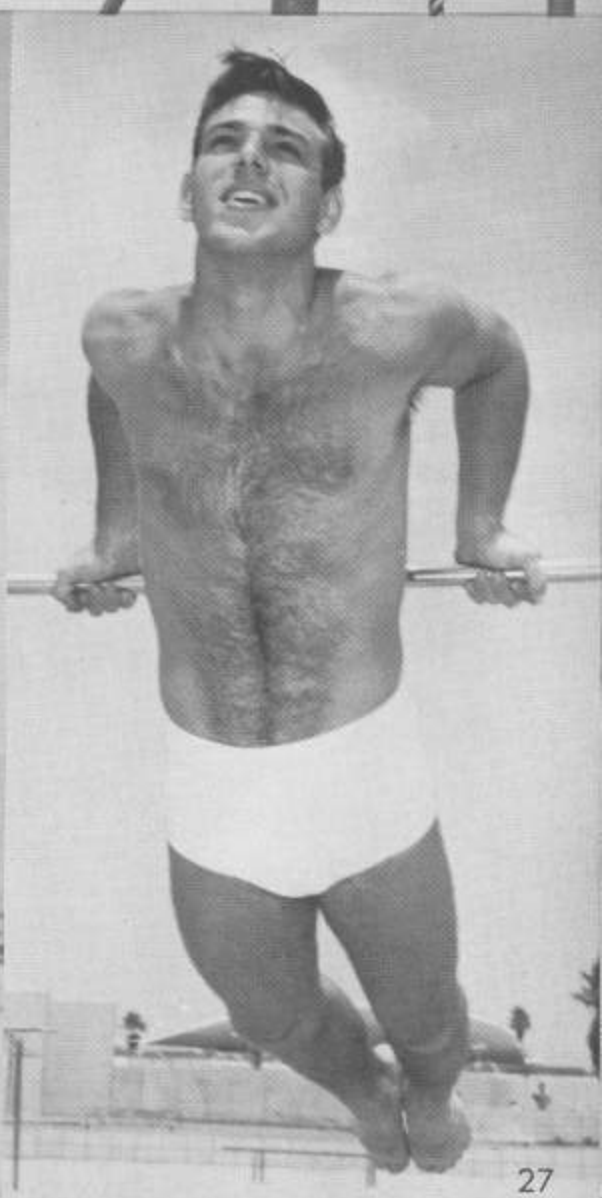


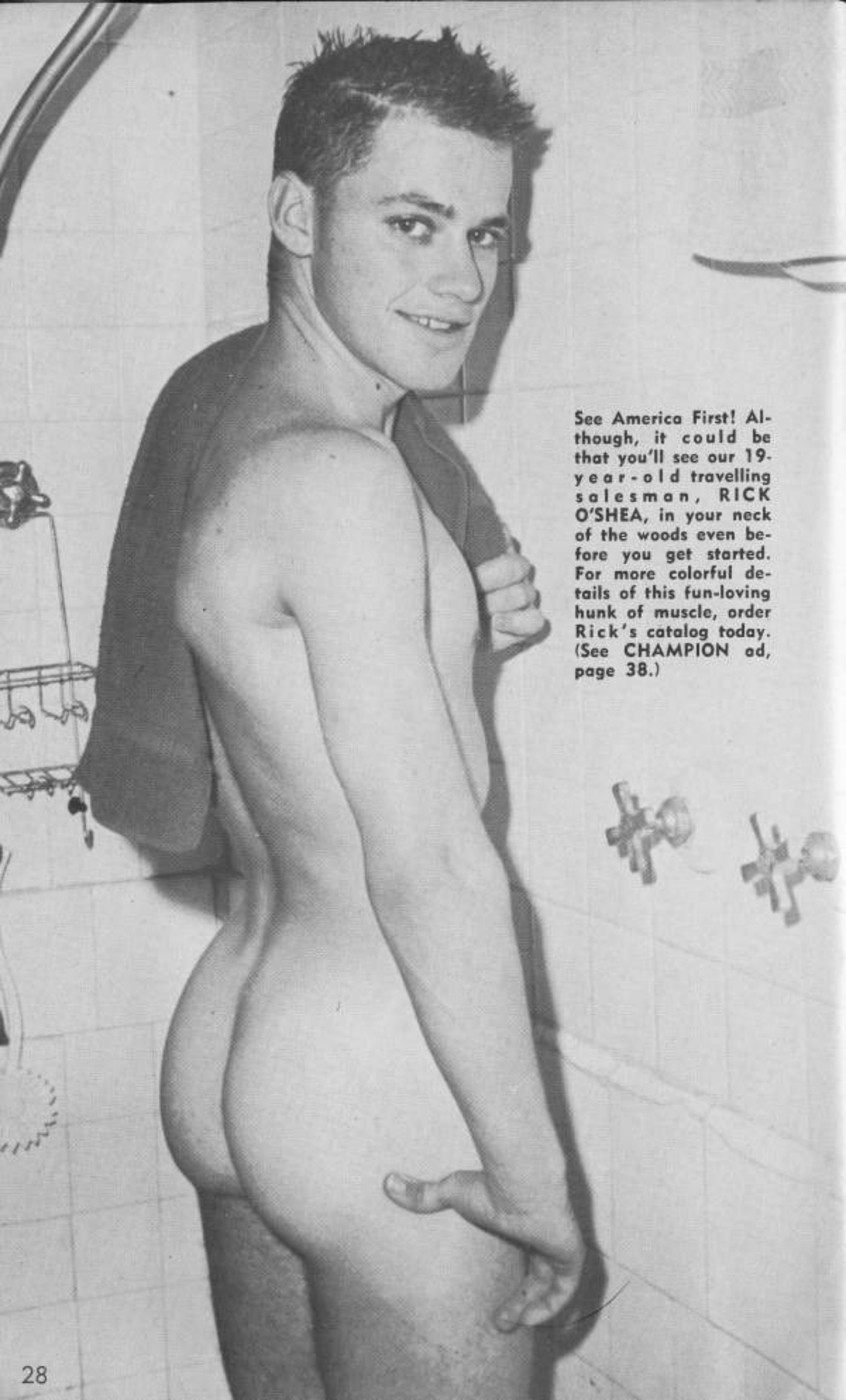


See Page 38 for Ralph's fine catalog of physique photos and the many FREE features offered by CHAMPION'S speedy mail-order service.

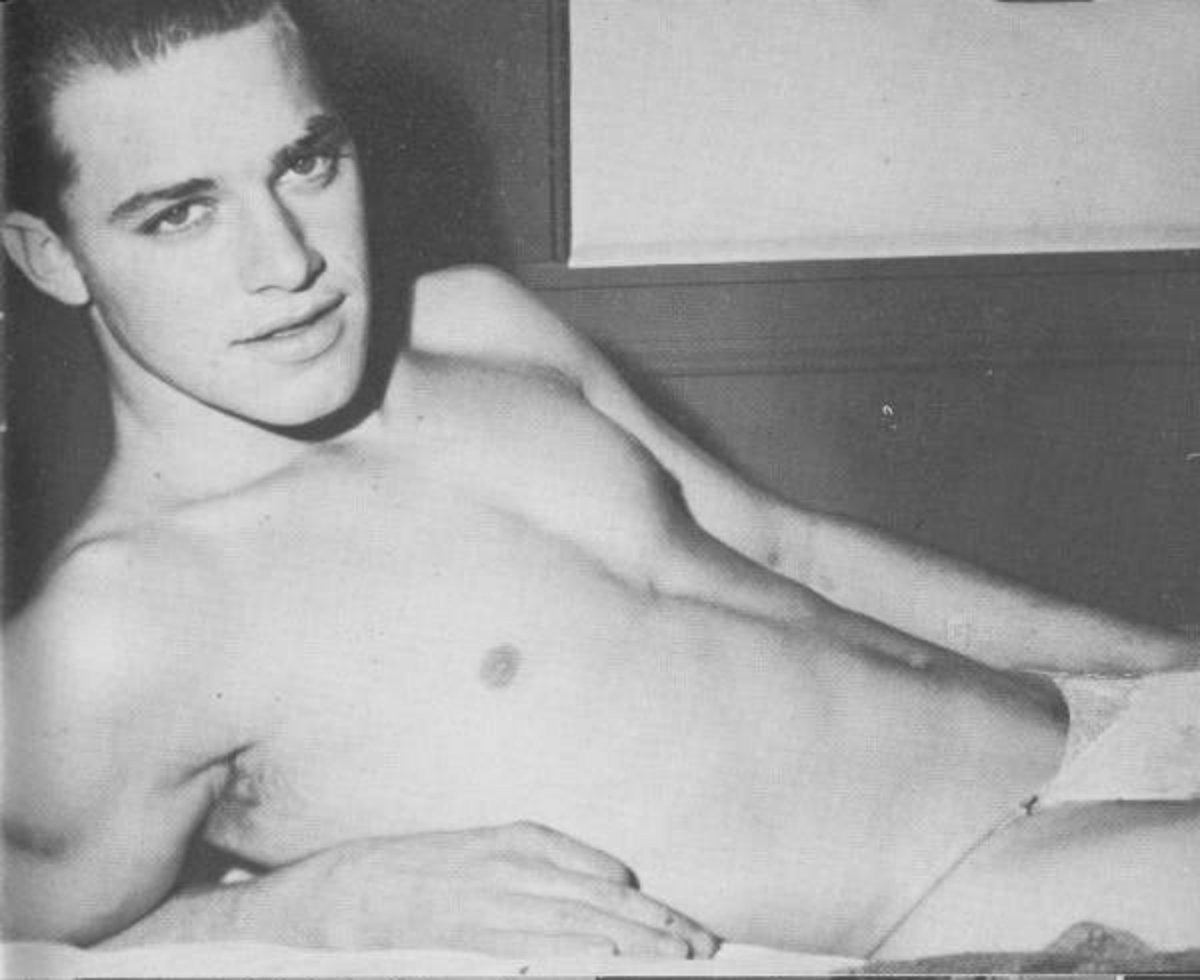


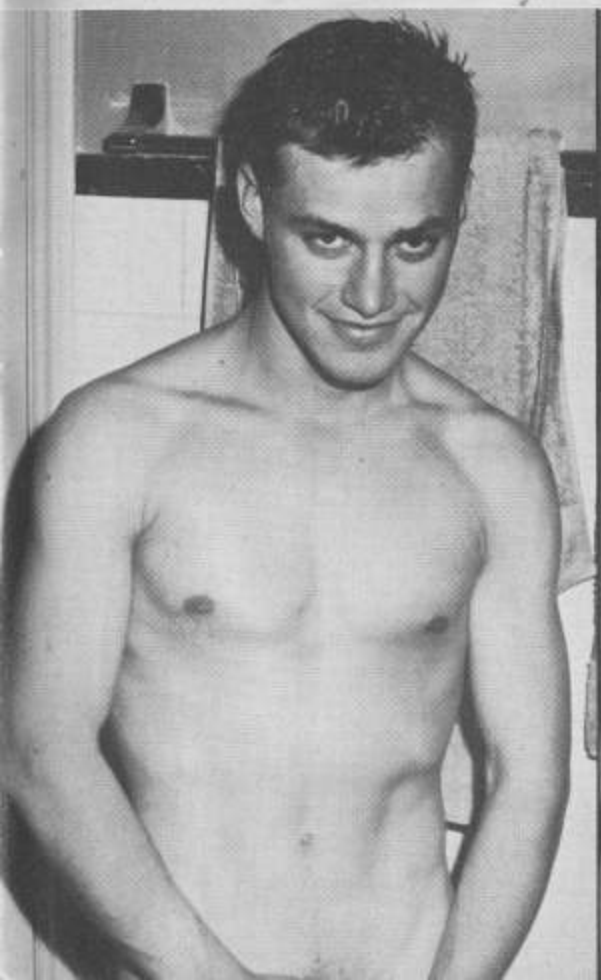


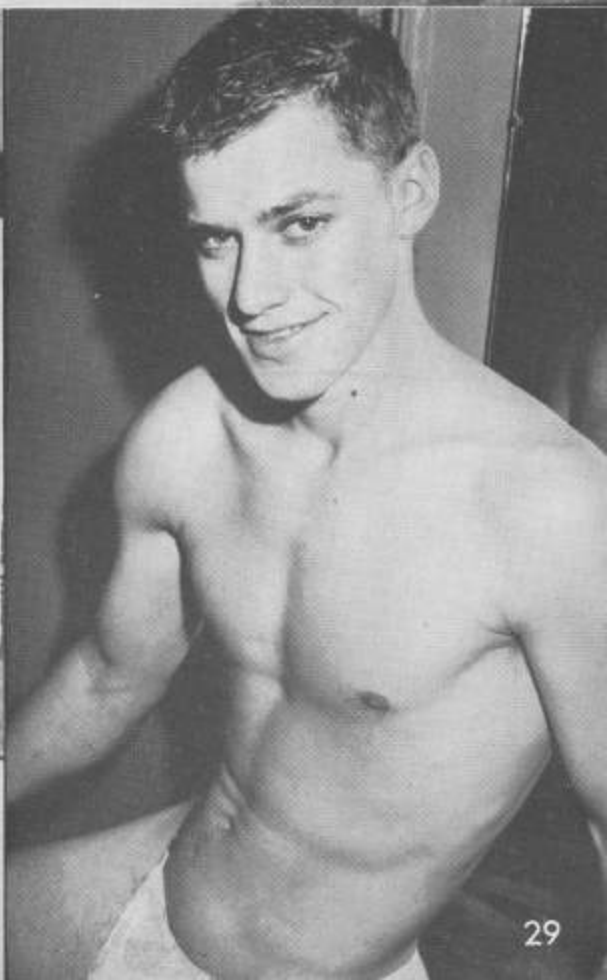




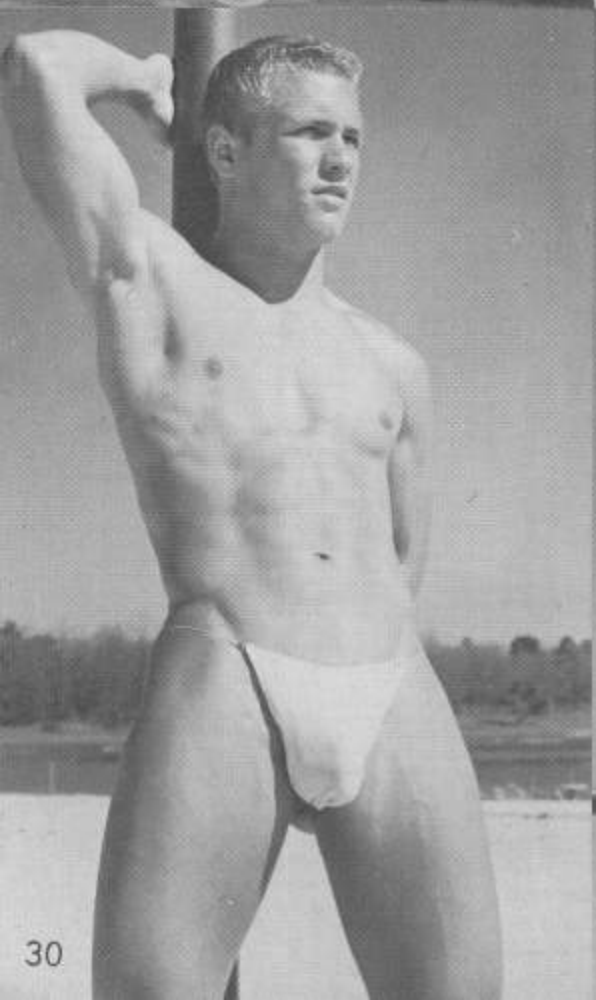
See America First! Although, it could be that you'll see our 19-year-old travelling salesman, RICK O'SHEA, in your neck of the woods even before you get started. For more colorful details of this fun-loving hunk of muscle, order Rick's catalog today. (See CHAMPION ad, page 38.)

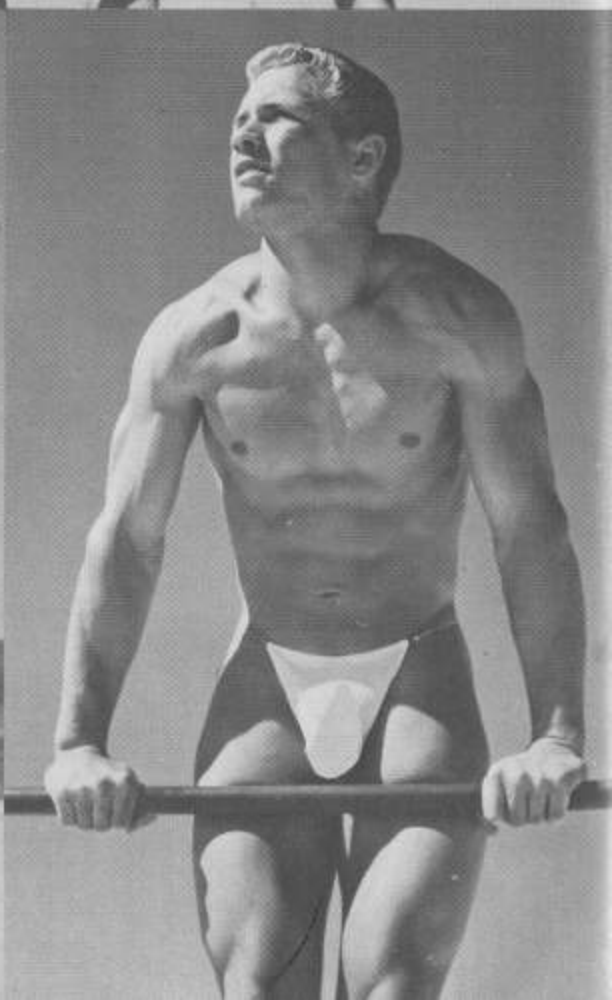




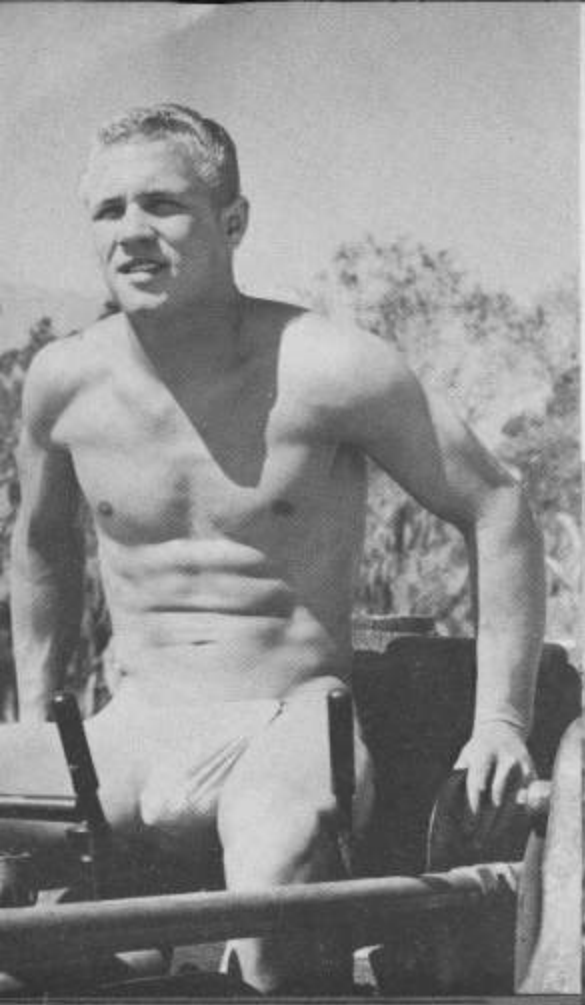


CHAMPION's 18-year-old JIM JOHNSTON is a typical all-around young HE-MAN!

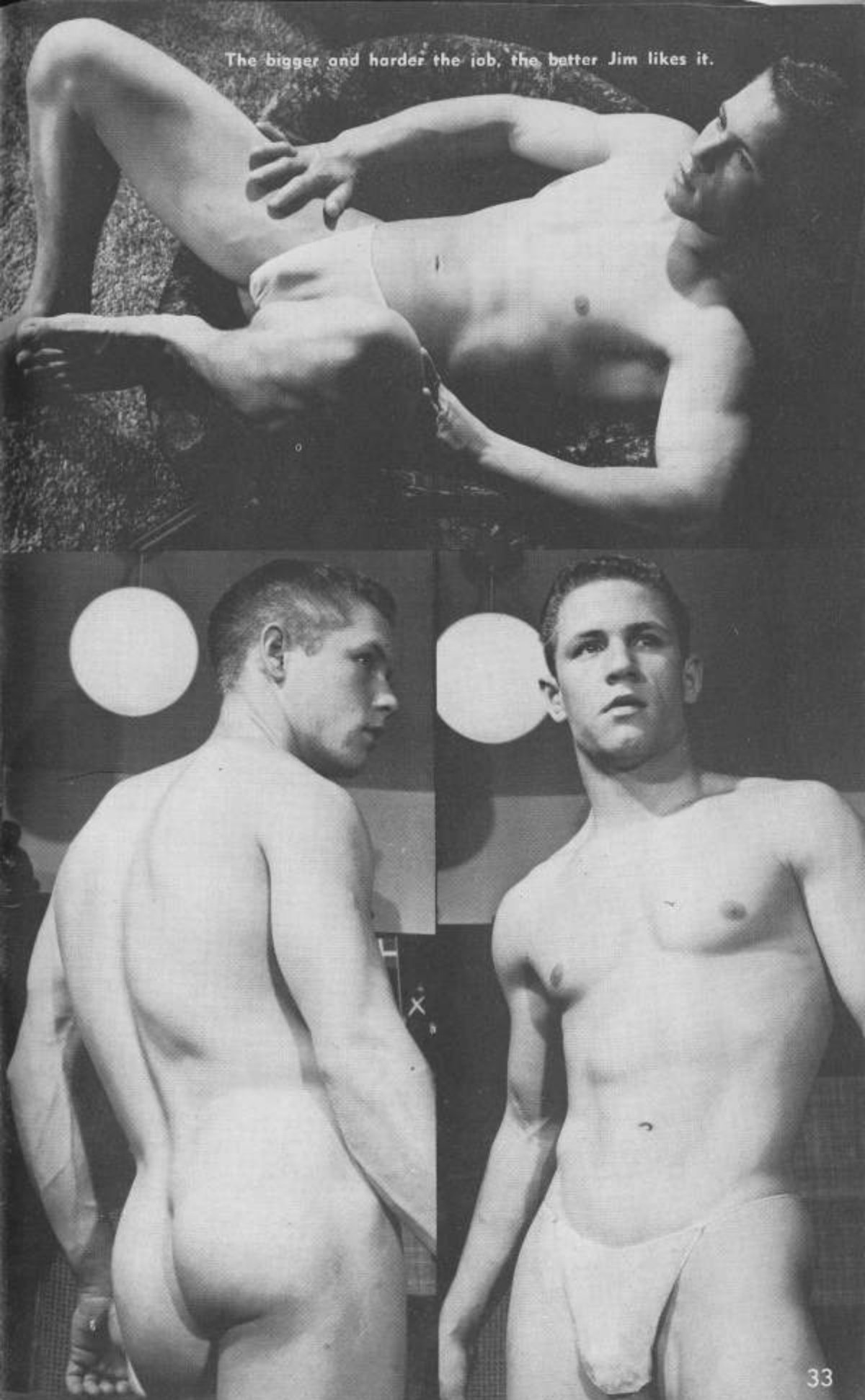




He excels at sports.



JIM is accomplished at manning a road-building bulldozer, too.



The bigger and harder the job, the better Jim likes it.

We're Flexing Our Muscles in a BIG Way

over reader response to **BIG** *, typified by the reaction of a New Jersey subscriber who writes:*

> *"Usually, in a physique magazine there are one or two models that are outstanding, but I can honestly say that I think* **BIG** *is, by far and away, the most exciting pictorial that I have ever seen."*
>
> --C. McK.

Pictorial excitement is what we try to generate, and judging from our high-voltage mail, we have sparked a dynamo.

By subscribing today you may save $1.00 from the annual subscription rate of $6.00. Now, for only $5.00, you will receive 12 issues of BIG mailed in plain wrapper.

BIG MAGAZINE, P.O.Box 3255, Grand Central Station, New York, N.Y.

Please enter my subscription to **BIG**. Enclosed is $5.00 for the next 12 issues, to be mailed every other month in plain, sealed wrapper. *(Foreign readers, except those living in Canada or Mexico, please add $2 to the above rate.)*

If you wish Airmail service, include an additional $1.00: otherwise, **BIG** issues will be sent by Third Class mail.

Enclosed find $5.00 for my Subscription to twelve (12) issues of **BIG** Magazine. *(Add $1.00 for AIR MAIL SERVICE.)*

Name_____
(Please Print)

Street_____

City_____ State_____ Zip_____

Treasure House of European Models

Features:

Top European STAR Physique Models

in your choice of: 3½ x 5 Ultra Color Prints
or 35 mm Living Color Slides

Spectacular Selector Catalogs are available on the currently popular European models shown below.

For $2.00 you may subscribe now to our General Catalog Service on all current and future models. (One FREE Color Print or Slide of the model of your choice) Your $2.00 Catalog Subscription will be applied as a credit to your THEM picture order of $10.00 or more.

(This ad is directed to adults only.)

TORE FINN SVEN BO

Return Order Coupon

THEM, P. O. Box 52, 217 West 18th St., N.Y., N.Y., 10011

(CHECK ONE SAMPLE AND ONE MODEL.)

- ☐ TORE LIND
- ☐ FINN KOHLERT
- ☐ BO NILSSON
- ☐ SVEN ERIC

Enclosed find my $2.00 subscription to your current and future General Catalogs, along with a sample ☐ Color Print or ☐ Color Slide of my choice (Check One) of model as checked

Name _____ (Please Print)

Address _____

City _____ State _____ Zip _____

If you desire samples of additional models, please enclose $1.00 for each additional sample.

Add 25¢ for AIR MAIL.

JUST OUT! THE ALL-NEW, ALL GREAT SECOND EDITION OF

THE VIKINGS

If you liked the first issue of THE VIKINGS (a sell-out!) you've just got to see this NEW second edition—it's absolutely the finest work photographer STAN has ever done! Send for your copy today!

LARGE 8½ x 11 SIZE — 64 GLOSSY PAGES — EIGHT FULL PAGES RICH, VIVID COLOR! EIGHT EXTRA PAGES WERE ADDED TO THIS NEW ISSUE! — ONLY $2.00 POSTPAID.

Only **$2.00**

ALSO AVAILABLE: The first issue of THE VIKINGS, now in its 2nd printing — $2.00 a copy.

If you want to be treated to something really unique in the physique magazine field, order your copy **NOW!**

TOMORROW'S MAN (B)
119 Fifth Ave., New York, N. Y. 10003

Enclosed is my **$2.00** Please send me a copy of THE VIKINGS as described above. (I am over 18 years of age.)

Name .....
(please print carefully)

Address .....

.....

( ) Check here for the 1st issue of The VIKINGS and enclose **$2.00**.

JR's SECOND ANNUAL!

SPECIAL LIBRARY EDITION!

GIANT 8½ x 11 SIZE!

64 RICH, GLOSSY PAGES!

You'll be extra pleased with the Library Edition of this great NEW annual. Beautifully crammed with lavish, full COLOR pages and page after page of exciting black and white photos. Printed on luxury art paper.
It's a book you'll be proud to add to your collection and one which you'll thumb through over and over again!

$2 postpaid

ORDER YOUR COPY NOW!

TOMORROW'S MAN (B)
119 Fifth Ave., New York, N. Y. 10003

Enclosed is my **$2.** Please send me a copy of **JR.'s 2nd Annual** as described above (I am over 18 years of age.)

Name.....

Address.....

City..... State..... Zip Code.....

( ) Check here for JR's. 1st Annual and enclose **$2** for each copy.

SUBSCRIBE!!

THE MOST POPULAR MAGAZINE TO HIT THE PHYSIQUE FIELD IN YEARS!

Be sure not to miss a single, lively issue. Only **$2.50** (in U. S. and Canada) for 1 year (6 big issues). Each copy comes to you promptly in a sealed, plain envelope!

FREE GIFT PHOTO given with every subscription—while the supply lasts! **ACT NOW!**

TOMORROW'S MAN (B)
119 Fifth Ave., New York, N. Y. 10003

Enter my subscription to JR. for 1 year (6 issues). Also send free gift photo. Start with _____ issue. Enclosed is **$2.50.** (Foreign: **$3.50**)

Name .....

Address .....

SUBSCRIBE TO

the international magazine of bodybuilding—now in its 12th big year! Filled with photos of young, up and coming physique stars!

FREE!—A gift photo you will really appreciate! While the supply lasts! You get it when you subscribe. **DO IT NOW!**

TOMORROW'S MAN (B)
119 Fifth Ave., New York, N. Y. 10003

Enter my subscription for:

1 year of TM at $3.50 (foreign: $4.50)
2 years of TM at $6.50 (foreign: $8.50)

Name .....

Address .....

NEW!

POSING STRAPS and FRENCH CACHETTES

FOR PHYSIQUE POSING and OVER-ALL SUNBATHING!

POSING STRAP

Comes only in white . . . made of light, woven rayon . . . comfortable . . . easy to wash. Perfect for posing and better physique photography. $1.50 each

THE NEW FRENCH CACHETTE IN 4 GREAT COLORS

Styled on the Riviera for complete, unhampered sun-bathing. Excellent for posing and physique photos. Made of heavy nylon batiste. In vivid colors . . . RED, ICE BLUE, BLACK and plain WHITE . . . $2 each

SEND NOW!

HEALTH HOUSE (B)
119 Fifth Ave., New York, N. Y. 10003

Please send me ..... Posing Straps (White) @ $1.50 each. Also send me the following French Cachettes @ $2 each—Red ..... Blue ..... Black ..... White ..... Enclosed find $.....

Name .....

Address .....

.....

(No C.O.D.'s Please)

CHAMPION + QUALITY + SATISFACTION

Adds Up to This:

1. The VERY BEST in MALE models
2. Intimately photographed for your private ARTISTIC needs
3. In LIVING COLOR by CHAMPION
4. Cataloged in the WIDEST assortment of PHOTOGRAPHIC imagination
5. YOURS at a snap of the QUICKEST FINGERED return mail order service

plus this FREE:

1. A FREE sample color print or slide with your order of the General Selector Catalog.
2. A FREE 3½ x 5 Color Portrait of your favorite model with orders over $10.00
3. A CREDIT of $2.00 on orders of $10.00 or more
4. A FREE catalog of Special Picture Stories
5. ALL new future catalogs continued to be sent FREE (unless you request otherwise)

Indicate your choice of model shown below and free sample on the order coupon below and return it today with $2.00 for instant MAIL ORDER SATISFACTION. *(This ad is directed to adults only.)*

RIK

JIM

CHET

RALPH

Return Order Coupon

CHAMPION P. O. Box 39, 217 West 18th St., New York, N. Y., 10017

You will be sent FREE all our available catalogs.

(CHECK ONE SAMPLE AND ONE MODEL.)

RIK O'SHEA
JIM JOHNSTON
CHET HILKERT
RALPH PFUNDSTEIN

Rush my General Selector Catalogs for only $2.00, along with a sample ☐ Color Print or ☐ Color Slide of model checked at left.
(Check One)

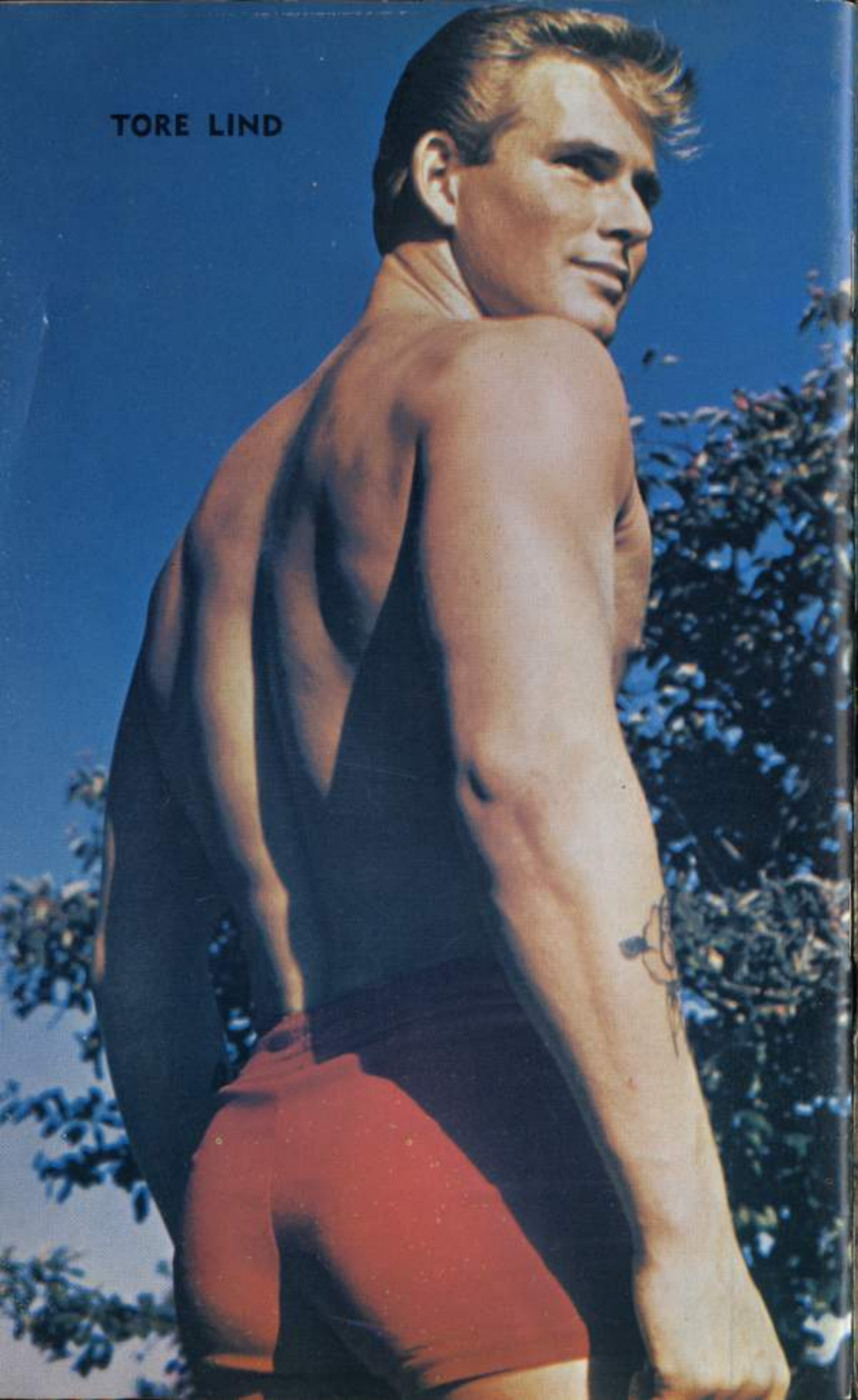
Name _____
(Please Print)

Address _____

City _____ State _____ Zip _____
Add 25¢ for AIR MAIL.

If you desire samples of additional models, please enclose $1 for each sample.

JIM's jam-packed catalog is a must for any connoisseur of masculine photos. His colorful photos will surely move you. (See CHAMPION ad page 38)


TORE LIND